

# COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

FIRST REPORT FOR SEPTEMBER 1

	EVENING 7:00–11:00 PM										All 7:00–11:00 PM		
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Variety(1)	Feature Films	All 25– 30 Min.	All 55– 60 Min.	7:00– 9:00 PM	9:00– 11:00 PM(2)	Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	16.7	14.7	16.3			16.9	15.7	15.3	14.6	16.7	16.0	14.7	15.6
NO. OF PROGRAMS†	5	7	22	IFR	IFR	8	20	27	22	35	57	42	99

	EVENING 6:00–7:00PM		MONDAY–FRIDAY 11:30–1:00AM		WEEKDAY DAYTIME 10:00AM–4:30PM					WEEKEND DAYTIME			
	Informational(1)		11:30PM– 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM– 1:00PM	1:00– 4:30PM	10:00AM– 4:30PM	Chil- dren's(1)	Sports		
	Once-a-Week	Multi-weekly									Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	7.2	10.5	5.2	6.9	4.4	4.8	4.5	7.0	5.9	4.9	8.7	IFR	8.6
NO. OF PROGRAMS†	3	3	8	13	6	4	14	11	25	32	11		13

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30–9:30PM AND 8:30–10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

## NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING SEPTEMBER 14, 1980

### NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	MISS AMERICA PAGEANT(S)	24.9	19,370	11	DUKES OF HAZZARD	19.3	15,020
2	ABC SUNDAY NIGHT MOVIE	24.4	18,980	12	NBC THURSDAY NIGHT MOVIES#	19.2	14,940
3	THREE'S COMPANY	24.1	18,750	12	PEARL PART I(S)	19.2	14,940
4	NFL MONDAY NIGHT FOOTBALL#	23.4	18,210	12	60 MINUTES	19.2	14,940
5	TAXI#	22.0	17,120	15	BOB HOPE SPECIAL(S)	18.9	14,700
6	DALLAS	21.0	16,340	16	LAVERNE & SHIRLEY	18.5	14,390
7	VEGA\$#	20.5	15,950	16	50 YEARS OF COUNTRY MUSIC(S)	18.5	14,390
8	M*A*S*H	20.2	15,720	18	PEARL PART II(S)	18.2	14,160
9	CHARLIE'S ANGELS#	19.5	15,170	19	ALICE#	17.8	13,850
9	HART TO HART#	19.5	15,170	20	THAT'S INCREDIBLE	17.5	13,620

4 PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1980 REPORT

PROGRAM NAME														PROGRAM NAME																								
T/C THIS SEASON					NO. OF STATIONS				PROGRAM COVERAGE					HOUSEHOLD AUDIENCES					T/C THIS SEASON					NO. OF STATIONS				PROGRAM COVERAGE					HOUSEHOLD AUDIENCES					
WK #	DAY	START TIME	DUR	NET TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
•EVENING																																						
ABC FRIDAY NIGHT MOVIE					34	190	195	98	99	A	13.6	25	1058	BOB HOPE SPECIAL(S)					212		99	A	18.9	35	1470													
1 FRI. 9.00P 111 ABC FF									B	14.3	25	1113	1 SAT. 9.00P 60 NBC CV																									
2 FRI. 8.30P 144													BODY HUMAN:THE MAG. SENSE(S)						183		98	A	9.5	16	739													
ABC NEWSBRIEF-M-F					241	182	185	96	96	A	16.2	29	1260	2 MON. 8.00P 60 CBS DO					177	203	96	99	A	10.7	22	832												
1 MON. 8.58P 1 ABC N									B	17.0	28	1323	BUCK ROGERS-25TH CENTURY													B	9.1	20	708									
1 TU-TH 9.58P 1													SAT. 8.00P 60 NBC SF																									
1 FRI. 8.57P 2													CARTER FOR PRESIDENT(S)																									
2 MWTH 8.58P 1													1 WED. 10.55P 5 CBS P					186		97	A	12.1	22	941														
2 TUE. 10.03P 2													CARTER FOR PRESIDENT-WED(S)						186		99	A	13.2	24	1027													
2 FRI. 8.28P 1													2 WED. 10.54P 6 CBS P																									
ABC NEWSBRIEF-SAT.					48	192	193	98	97	A	16.8	31	1307	CARTER FOR PRESIDENT-THU(S)																								
SAT. 9.58P 1 ABC N									B	19.7	34	1455	2 THU. 10.55P 4 CBS P						188		98	A	14.3	24	1113													
ABC NEWSBRIEF-SUN.					49	192	194	98	98	A	18.2	32	1416	CARTER/MONDALE COMMITTEE(S)					197		99	A	13.5	25	1050													
1 SUN. 8.28P 1 ABC N									B	16.0	26	1245	1 SUN. 10.56P 4 ABC P																									
2 SUN. 7.58P 1													CARTER/MONDALE COMM. 1(S)						197		99	A	15.8	30	1229													
ABC NFL FOOTBALL SPECIAL(S)							196		98	A	16.8	30	1307	2 TUE. 10.55P 5 ABC P																								
2 THU. 9.00P 181 ABC SE													CARTER/MONDALE COMM. 2(S)						197		99	A	8.0	20	622													
ABC SUNDAY NIGHT MOVIE					42	196	197	99	99	A	24.4	40	1898	2 SAT. 6.26P 4 ABC P																								
1 SUN. 8.30P 146 ABC FF									B	18.9	31	1470	CARTER/MONDALE COMM. 3(S)						199		99	A	18.1	31	1408													
2 SUN. 8.00P 174																																						
ABC WORLD NEWS TONIGHT					230	190	195	97	98	A	10.2	23	794																									

M-F	6.30P	30	ABC N							B	12.2	24	949	2 SUN.	10.56P	4	ABC P													
ABC WRLD NEWS TONIGHT-SUN				40	148	155	86	86	A	6.7	14	521	CARTER/MONDALE POLITICAL(S)									201		99	A	11.1	19	864		
SUN.	6.30P	30	ABC N						B	8.6	18	669	2 SUN.	10.55P	5	NBC P														
ACROSS-GREAT DIVIDE PT. 1(S)							173	96	A	14.2	25	1105	CBS EVENING NEWS-CRONKITE									194	195	99	99	A	11.5	25	895	
2 TUE.	8.00P	60	CBS GD										M-F	6.30P	30	CBS N										B	14.2	28	1105	
ACROSS-GREAT DIVIDE PT. 2(S)							174	95	A	11.5	21	895	CBS SAT. NEWS-SCHIEFFER									143		84	A	7.3	18	568		
2 WED.	8.00P	60	CBS GD										2 SAT.	6.30P	30	CBS N										B	9.8	22	762	
ALICE				42			196	99	A	17.8	27	1385	CBS SATURDAY NIGHT MOVIE									183	191	99	98	A	13.6	26	1058	
2 SUN.	9.06P	30	CBS CS						B	22.9	36	1782	1 SAT.	9.18P	120	CBS FF										B	11.9	25	926	
ANGIE				3	185		96		A	14.9	28	1159	2 SAT.	9.00P	114															
1 THU.	8.30P	30	ABC CS						B	13.9	28	1081	CBS TUESDAY NIGHT MOVIES									177	180	98	97	A	13.9	24	1081	
ARCHIE BUNKER'S PLACE				41	191	193	99	99	A	14.5	24	1128	TUE.	9.00P	114	CBS FF										B	15.3	26	1190	
1 SUN.	9.30P	30	CBS CS						B	20.2	33	1572	CBS WEDNESDAY NIGHT MOVIE																	
2 SUN.	8.06P	30											2 WED.	9.00P	114	CBS FF										A	14.4	24	1120	
B.J. AND THE BEAR(S)							199	99	A	10.8	20	840	CHARLIE'S ANGELS									188		98		B	16.1	27	1253	
2 SAT.	9.00P	60	NBC A										1 WED.	9.00P	60	ABC PD										A	19.5	33	1517	
BARNABY JONES				23	169		94		A	13.6	24	1058	CHIPS									208	210	98	98	B	19.9	32	1548	
1 THU.	9.00P	60	CBS PD						B	15.3	26	1190	SUN.	8.00P	60	NBC OP											A	15.3	26	1190
BARNEY MILLER				40	184		96		A	16.2	29	1260	DALLAS									199	200	99	99	B	16.3	29	1268	
1 THU.	9.00P	60	ABC CS						B	18.8	31	1463	FRI.	10.00P	60	CBS GD											A	21.0	39	1634
BENSON				6	190	194	98	98	A	12.9	27	1004														B	22.9	40	1782	
FRI.	8.00P	30	ABC CS						B	12.0	27	934	DIFFRENT STROKES									196	186	96	92	A	16.0	27	1245	
BIG EVENT				41		203		99	A	13.4	21	1043	WED.	9.00P	30	NBC CS											B	18.5	30	1439
2 SUN.	9.00P	115	NBC FV						B	17.8	28	1385	DISNEY'S WOND. WORLD(B)									169		79		A	7.8	16	607	
													2 SUN.	7.00P	20	NBC FV														

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1ST SEP. 1980 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES						
WK #	DAY	START TIME	DUR	NET TYPE	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET TYPE	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)		
EVENING CONT'D														1 SUN.	10.30P	30	CBS	CS					B	22.1	35	1719			
DISNEY'S WONDERFUL WORLD						44	207	206	98	99	A	10.7	20	832	2 SUN.	9.36P	30					189		99	A	13.5	24	1050	
1 SUN.						7.09P	51	NBC	FV		B	15.4	26	1198	KNOTS LANDING						8				B	13.6	25	1058	
2 SUN.						7.20P	40							1 THU.	10.00P	60	CBS	GD											
DUKES OF HAZZARD						47	193	190	98	97	A	19.3	35	1502	LAVERNE & SHIRLEY						23	180	203	97	98	A	18.5	32	1439
FRI.						9.00P	60	CBS	CS		B	22.1	39	1719	TUE.						8.30P	30	ABC	CS	B	17.7	31	1377	
ED CLARK FOR PRES. COMM(S)							190		98		A	10.3	20	801	LITTLE HOUSE-PRAIRIE						44	192	210	94	99	A	14.1	25	1097
1 FRI.						10.51P	5	ABC	P					MON.	8.00P	60	NBC	GD					B	19.6	31	1525			
ED CLARK FOR PRESIDENT-FR(S)							176		97		A	13.7	27	1066	LOU GRANT						41	194	190	99	99	A	16.9	29	1315
1 FRI.						8.54P	6	CBS	P					MON.	10.00P	60	CBS	GD			192	192	97	96	B	18.5	31	1439	
ED CLARK FOR PRESIDENT(S)								182		98	A	14.8	28	1151	LOVE BOAT						46				A	17.0	32	1323	
2 TUE.						10.54P	6	CBS	P					SAT.	9.00P	60	ABC	CS					B	19.4	35	1509			
ED CLARK-PRES(S)							193		98		A	12.1	23	941	LOVE BOAT SPECIAL(S)							176		92		A	14.7	31	1144
1 THU.						10.55P	5	NBC	P					1 SAT.	8.00P	60	ABC	CS											
ED CLARK-PRES(S)								195		98	A	11.1	20	864	LOVE BOAT SPECIAL(S)								184		96	A	16.1	33	1253
2 MON.						10.55P	5	NBC	P					2 SAT.	8.00P	60	ABC	CS											
EIGHT IS ENOUGH						38	179	196	97	98	A	14.6	27	1136	MAN CALLED SLOANE						7	148	174	84	91	A	7.9	15	615
WED.						8.00P	60	ABC	CS		B	20.5	34	1595	1 FRI.						10.00P	60	NBC	SM	B	8.7	17	677	
FACTS OF LIFE SPECIAL(S)							166		90		A	10.5	22	817	2 FRI.						10.00P	55							
1 FRI.						8.00P	30	NBC	CS					M*A*S*H						44	192	186	99	99	A	20.2	33	1572	

FACTS OF LIFE SPECIAL(S)						185		90		A	9.5	20	739	MON.					9.00P	30	CBS	CS			B	23.8	36	1852
2 FRI.					30	NBC	CS							ME AND MAXX SPECIAL(S)						154		84	A	9.1	18	708		
FANTASY ISLAND					38	189	195	98	98	A	15.7	31	1221	1 FRI.					8.30P	30	NBC	CS						
SAT.					60	ABC	A			B	18.9	36	1470	ME AND MAXX SPECIAL(S)							178		88	A	8.0	16	622	
50 YEARS OF COUNTRY MUSIC(S)						197		99		A	18.5	30	1439	2 FRI.					8.30P	30	NBC	CS						
2 THU.					120	NBC	PC							MISS AMERICA PAGEANT(S)						217		99	A	24.9	49	1937		
FLO					5	175		95		A	13.2	26	1027	1 SAT.					10.00P	120	NBC	AC						
1 MON.					8.00P	30	CBS	CS		B	13.7	28	1066	MORK & MINDY					30	180		95	A	13.3	26	1035		
GAMES PEOPLE PLAY					3	190	193	96	96	A	16.9	31	1315	1 THU.					8.00P	30	ABC	CS			B	16.9	31	1315
THU.					8.00P	60	NBC	GV		B	15.5	29	1206	MR. AND MRS. AND MR.(S)						168		93	A	14.8	26	1151		
G.E. THEATRE(S)						185		98		A	15.4	26	1198	1 MON.					8.30P	30	CBS	CS						
1 WED.					9.00P	110	CBS	GD						MR. & MRS. DRACULA(S)						189		98	A	12.4	25	965		
GOOD TIME HARRY					4		196		96	A	5.4	11	420	1 FRI.					8.30P	30	ABC	CS						
2 SAT.					10.30P	30	NBC	CS		B	6.9	15	537	MY WIFE NEXT DOOR(S)							176		94	A	14.1	26	1097	
HAPPY DAYS					44	179	201	97	98	A	17.4	32	1354	2 THU.					8.00P	30	CBS	CS						
TUE.					8.00P	30	ABC	CS		B	19.7	34	1533	NBC MAJOR LGE. BSBL PRE(S)							208		99	A	9.6	19	747	
HART TO HART					31	189		97		A	19.5	35	1517	2 TUE.					8.00P	16	NBC	SC						
1 TUE.					10.00P	60	ABC	PD		B	19.1	33	1486	NBC MAJOR LGE. BSBL SPEC.(S)							208		99	A	12.4	22	965	
HOUSE CALLS					11	194	183	99	97	A	16.3	26	1268	2 TUE.					8.16P	197	NBC	SE						
MON.					9.30P	30	CBS	CS		B	17.5	29	1362	NBC MONDAY NIGHT MOVIES					34	199	192	99	98	A	16.1	27	1253	
INCREDIBLE HULK					43	178	172	96	95	A	12.7	26	988	1 MON.					9.00P	120	NBC	FF			B	18.3	30	1424
1 FRI.					8.00P	54	CBS	SF		B	15.8	30	1229	2 MON.					9.00P	115								
2 FRI.					8.00P	60								NBC NEWS UPDATE-M-F					222	156	178	87	91	A	12.5	23	973	
JEFFERSONS					42	184	191	99	99	A	17.3	28	1346	1 M-F					8.58P	1	NBC	N			B	15.6	26	1214
														CONT'D														





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1ST SEP. 1980 REPORT

PROGRAM NAME										PROGRAM NAME									
T/C THIS SEASON										T/C THIS SEASON									
NO. OF STATIONS										NO. OF STATIONS									
PROGRAM COVERAGE										PROGRAM COVERAGE									
HOUSEHOLD AUDIENCES										HOUSEHOLD AUDIENCES									
K E Y										K E Y									
W K # DAY START TIME DUR NET TYPE										W K # DAY START TIME DUR NET TYPE									
WK 1 WK 2 WK 1 WK 2										WK 1 WK 2 WK 1 WK 2									
AUG. AUD. SHARE % (0,000)										AUG. AUD. SHARE % (0,000)									
EVENING CONT'D										FRIDAYS 16									
TIM CONWAY SHOW 2										1 FRI. 11.30P 72 ABC GV									
1 SAT. 8.48P 30 CBS CV										2 FRI. 11.30P 71									
2 SAT. 8.30P 30										LATE MOVIE I 208									
TRAPPER JOHN, M.D. 37										1 MON. 12.00M 74 CBS FF									
2 SUN. 10.06P 60 CBS GD										1 TUE. 12.00M 72									
20/20 37										1 WED. 12.00M 73									
1 THU. 10.00P 60 ABC DN										1 THU. 12.21A 67									
VEGA\$ 37										1 FRI. 12.06A 73									
1 WED. 10.00P 60 ABC PD										2 MON. 11.30P 73									
WALTONS(B) 123										2 TUE. 11.35P 71									
1 THU. 8.00P 53 CBS GD										2 WED. 12.03A 74									
WHITE SHADOW(B) 120										2 THU. 11.35P 70									
1 TUE. 8.00P 60 CBS GD										2 FRI. 11.30P 56									
WKRP IN CINCINNATI 2										LATE MOVIE II 205									
1 SAT. 8.18P 30 CBS CS										1 MON. 1.14A 43 CBS FF									
2 SAT. 8.00P 30										1 TUE. 1.12A 39									
•LATE FRINGE										1 WED. 1.13A 43									
ABC NEWS:NIGHTLINE M-TH 78										1 THU. 1.35A 32									
1 MON. 12.30A 25 ABC N										1 FRI. 1.19A 47									
1 TU-TH 11.30P 20										2 MON. 12.43A 42									
										2 TUE. 12.46A 41									
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PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																													
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)																																
LATE FRINGE CONT'D																												CARTER FOR PRESIDENT-MON(S)																193		98																											
TONIGHT SHOW 220														212 211 99 99														A B														6.9 7.2		26 26		537 560		2 MON. 1.54P 6 CBS P														128		74		A		2.2 9		171			
1 M & TH 11.30P 75 NBC GV																																																DAVID LETTERMAN-1(B)																									
1 TUE. 11.30P 76																																																1 MON. 10.00A 30 NBC GV																									
1 WED. 11.30P 79																																																DAVID LETTERMAN-2(B)																									
1 FRI. 11.30P 81																																																1 MON. 10.30A 30 NBC GV														126		71		A		2.2 8		171			
2 MON. 11.30P 76																																																DAVID LETTERMAN-1														160		152		87 84		A		2.4 14		187	
2 TUE. 12.05A 75																																																1 TU-F 10.00A 30 NBC GV																									
2 WED. 11.30P 81																																																2 M-F 10.00A 30																									
2 TH & F 11.30P 80																																																DAVID LETTERMAN-2														158		150		86 81		A		2.4 14		187	
TUESDAY MOVIE OF THE WEEK 10														171 170 95 93														A B														3.3 3.3		16 19		257 257		1 TU-F 10.30A 30 NBC GV																									
1 TUE. 11.50P 86 ABC FF																																																2 M-F 10.30A 30																									
2 TUE. 11.50P 89																																																DAYS OF OUR LIVES														198		207		97 99		A		5.6 21		436	
U.S. OPEN TEN. HILITE-MON(S)														165																																		M-F 1.00P 60 NBC DD																									
1 MON. 11.30P 30 CBS SC																																																DOCTORS														179		185		88 91		A		3.7 16		288	
U.S. OPEN TEN. HILITE-TUE(S)														170																																		M-F 12.30P 30 NBC DD																									
1 TUE. 11.30P 30 CBS SC																																																EDGE OF NIGHT-MON(B)														94		68		A		3.8 10		296			
U.S. OPEN TEN. HILITE-WED(S)														174																																		1 MON. 4.00P 30 ABC DD																									
1 WED. 11.30P 30 CBS SC																																																EDGE OF NIGHT														147		149		80 82		A		5.0 18		389	
U.S. OPEN TEN. HILITE-THU(S)														169																																		1 TU-F 4.00P 30 ABC DD																									
1 THU. 11.30P 50 CBS SC																																																																									
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PROGRAM NAME														T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
WEEKDAY DAYTIME CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	</

ONE DAY AT A TIME-M-F		123				A	3.3	12	257
1 W-F	4.00P	30 CBS CS	123	121	72 68	B	4.3	14	335
2 M-F	4.00P	30							
ONE LIFE TO LIVE		226	193	193	99 99	A	9.0	34	700
1 TU-F	2.00P	60 ABC DD				B	8.8	31	685
2 M-F	2.00P	60							
ONE LIFE TO LIVE-MON(B)			111		79	A	7.3	21	568
1 MON.	2.00P	60 ABC DD							
PASSWORD PLUS		25	171	177	88 91	A	3.5	17	272
M-F	11.30A	30 NBC QG				B	3.6	15	280
PRICE IS RIGHT 2-MON(B)			122		80	A	6.7	21	521
1 MON.	11.30A	30 CBS AP							
PRICE IS RIGHT 1		224	175	189	93 96	A	5.4	28	420
M-F	11.00A	30 CBS AP				B	5.9	29	459
PRICE IS RIGHT 2		225	188	189	96 96	A	6.3	33	490
1 TU-F	11.30A	30 CBS AP				B	6.8	30	529
2 M-F	11.30A	30							
REAGAN FOR PRESIDENT-WED(S)				188	97	A	7.2	29	560
2 WED.	12.55P	4 CBS P							
RAZZMATAZZ(S)			177		92	A	4.6	17	358
1 TUE.	4.00P	30 CBS CN							
REAGAN FOR PRES.(S)			193		99	A	6.1	21	475
1 FRI.	3.53P	7 CBS P							
RYAN'S HOPE-MON(B)			118		78	A	5.9	18	459
1 MON.	12.30P	30 ABC DD							

WEEKEND DAYTIME											
ABC SUNDAY AFTERNOON	BSBL	4	179	179	97	92	A	4.0	10	311	
1 SUN. 2.00P	210 ABC SE						B	5.2	14	405	
2 SUN. 2.00P	153										
ABC WEEKEND SPECIALS		48	189	184	96	94	A	5.7	24	443	
SAT. 12.00N	30 ABC FV						B	5.7	22	443	
ABC WIDE WORLD-SPORTS	SAT	37	195	196	97	99	A	7.3	22	568	
1 SAT. 2.00P	60 ABC SA						B	10.1	26	786	
2 SAT. 5.17P	69										
ALL NEW POPEYE HOUR 1		2	190	189	98	98	A	7.7	34	599	
SAT. 10.30A	30 CBS CA						B	7.7	34	599	
ALL NEW POPEYE HOUR 2		2	190	188	98	97	A	7.4	33	576	
SAT. 11.00A	30 CBS CA						E	7.4	33	576	
AMERICAN BANDSTAND '80		2	162	155	87	81	A	4.5	17	350	
SAT. 12.30P	60 ABC PC						B	4.5	17	350	
ANIMALS, ANIMALS, ANIMALS		47	105	127	67	85	A	2.1	10	163	
SUN. 11.30A	30 ABC CL						B	2.6	12	202	
ASK NBC NEWS-8:58AM		2	190	194	96	97	A	3.2	19	249	
SAT. 8.58A	2 NBC CN						B	3.2	19	249	
ASK NBC NEWS-9:45AM		2	201	201	99	99	A	4.8	23	373	
SAT. 9.45A	2 NBC CN						B	4.8	23	373	
ASK NBC NEWS-10:58AM		2	198	201	98	98	A	4.6	21	358	
SAT. 10.58A	2 NBC CN						B	4.6	21	358	
ASK NBC NEWS-11:58AM		2	167	183	80	91	A	4.3	18	335	
SAT. 11.58A	2 NBC CN						B	4.3	18	335	

## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES					
WK # DAY START TIME DUR NET TYPE										WK 1 WK 2		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		WK # DAY START TIME DUR NET TYPE										WK 1 WK 2		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)			
WEEKEND DAYTIME CONT'D																				GREATEST SUPERFRIENDS-1										48		191 192		94 94		A B		2.9 24 226		3.6 28 280	
BUGS BUNNY/ROAD RUNNER 1 SAT. 9.00A 30 CBS CA										2 199 197		99 99		A B		7.9 39 615		7.9 39 615		GREATEST SUPERFRIENDS-2 SAT. 8.30A 30 ABC CA										48		191 192		94 94		A B		4.2 26 327		5.1 29 397	
BUGS BUNNY/ROAD RUNNER 2 SAT. 9.30A 30 CBS CA										2 199 197		99 99		A B		8.8 40 685		8.8 40 685		IN THE NEWS- 8.26AM SAT. 8.26A 3 CBS CN										2 179 184		97 98		A B		4.2 28 327		4.2 28 327			
BUGS BUNNY/ROAD RUNNER 3 SAT. 10.00A 30 CBS CA										2 200 198		99 99		A B		9.3 40 724		9.3 40 724		IN THE NEWS- 8.56AM SAT. 8.56A 3 CBS CN										2 180 183		96 97		A B		6.2 35 482		6.2 35 482			
CARTER FOR PRESIDENT-SAT(S) 2 SAT. 5.54P 6 CBS P												157 90		A		6.4 18 498		6.4 18 498		IN THE NEWS- 9.26AM SAT. 9.26A 3 CBS CN										2 199 197		99 99		A B		8.0 38 622		8.0 38 622			
CBS NFL FOOTBALL PRE GAME SUN. 12.30P 30 CBS SC										2 188 191		99 99		A B		7.2 28 560		7.2 28 560		IN THE NEWS- 9.59AM SAT. 9.59A 3 CBS CN										2 199 197		99 99		A B		9.6 42 747		9.6 42 747			
CBS NFL FOOTBALL GAME 1 1 SUN. 1.00P 187 CBS SE										2 196 200		99 99		A B		12.6 35 980		12.6 35 980		IN THE NEWS- 11.56AM SAT. 11.56A 3 CBS CN										2 176 180		91 92		A B		6.4 27 498		6.4 27 498			
CBS NFL FOOTBALL GAME 2 2 SUN. 1.00P 186																				IN THE NEWS- 12.26PM 2 SAT. 12.26P 3 CBS CN										1 182		98		A B		5.9 23 459		5.9 23 459			
CBS SPORTS SPECTACULAR 2 SAT. 4.30P 84 CBS SA										1 147		86		A B		4.0 12 311		4.0 12 311		IN THE NEWS- 12.56PM 2 SAT. 12.56P 3 CBS CN										1 171		92		A B		6.5 25 506		6.5 25 506			
COLLEGE FOOTBALL '80 2 SUN. 12.30P 30 ABC SA										1 110		75		A B		1.5 5 117		1.5 5 117		IN THE NEWS- 1.26PM										1 170		92		A		6.6 25 513					
DAFFY DUCK SHOW SAT. 10.30A 30 NBC CA										36 199 201		98 98		A B		4.6 21 358		5.6 24 436		2 SAT. 1.26P 3 CBS CN																					
DEAR ALEX & ANNIE-11.56AM SAT. 11.56A 3 ABC CN										48 176 178		93 94		A B		4.8 20 373		5.0 21 389		IN THE NEWS- 8.26AM-SUN. SUN. 8.26A 3 CBS CN										2 37 40		31 35		A B		6.6 25 513		.5 7 3			
DEAR ALEX & ANNIE-11.26AM SUN. 11.26A 3 ABC CN										2 105 113		78 82		A B		3.1 16 241		3.1 16 241		IN THE NEWS- 8.56AM-SUN. SUN. 8.56A 3 CBS CN										2 32 35		32 33		A B		.9 8 7		.9 8 7			
DRAK PACK SAT. 11.30A 30 CBS CA										2 174 180		90 92		A B		6.6 28 513		6.6 28 513		IN THE NEWS- 10.56AM SAT. 10.56A 3 CBS CN										2 190 189		98 98		A B		7.5 33 58		7.5 33 58			
FACE THE NATION SUN. 11.30A 30 CBS CC										2 136 153		86 91		A B		2.3 11 179		2.3 11 179		IN THE NEWS- 11.26AM SAT. 11.26A 3 CBS CN										2 190 188		98 97		A B		7.7 33 59		7.7 33 59			
FLASH GORDON(B) SAT. 12.30P 30 NBC CA										6 135 144		71 74		A B		4.4 18 342		4.5 18 350		ISSUES AND ANSWERS SUN. 12.00N 30 ABC CC										44 167 170		96 95		A B		2.7 11 21		3.3 14 25			
FRED & BARNEY/SHMOO 1 SAT. 9.00A 30 NBC CA										36 201 200		99 99		A B		4.2 21 327		4.9 25 381		JASON OF STAR COMMAND SUN. 8.30A 30 CBS CL										2 32 35		32 33		A B		.8 8 6		.8 8 6			
FRED & BARNEY/SHMOO 2 SAT. 9.30A 30 NBC CA										36 201 201		99 99		A B		4.7 22 366		5.6 25 436		JETSONS SAT. 11.00A 30 NBC CA										19 177 193		83 94		A B		4.5 20 35		4.6 22 35			
FRED & BARNEY/SHMOO 3 SAT. 10.00A 30 NBC CA										36 201 201		99 99		A B		4.7 21 366		5.7 25 443		JONNY QUEST SAT. 11.30A 30 NBC CA										19 170 184		82 92		A B		4.4 19 34		4.5 21 35			
GODZILLA SAT. 12.00N 30 NBC CA										19 151 160		76 78		A B		4.5 19 350		4.1 19 319		KIDS ARE PEOPLE TOO I SUN. 10.30A 30 ABC CL										2 105 112		78 81		A B		2.7 13 21		2.7 13 21			
GODZILLA/GLOBETROTTERS 1 SAT. 8.00A 30 NBC CA										18 186 193		96 97		A B		3.1 26 241		2.1 22 163		KIDS ARE PEOPLE TOO II SUN. 11.00A 30 ABC CL										2 105 113		78 82		A B		3.2 16 24		3.2 16 24			
GODZILLA/GLOBETROTTERS 2 SAT. 8.30A 30 NBC CA										18 190 193		96 97		A B		3.5 22 272		3.1 23 241		LAFF-A-LYMPICS SAT. 11.30A 30 ABC CA										11 176 178		93 94		A B		5.1 22 39		5.3 24 41			
																		MEET THE PRESS SUN. 12.00N 30 NBC CC										48 137 176		89 96		A B		3.1 14 24		4.1 17 31					



SUN.	12.30P	30 NBC SC	1	211	99	B	5.4	21	420	SAT.	9.28A	2 NBC CN	2	201	201	99	99	B	4.5	22	350
NFL FOOTBALL GAME 1-NBC						A	13.1	35	1019	TIME OUT-10:28AM								A	4.2	19	327
2 SUN.	1.00P	172 NBC SE				B	13.1	35	1019	SAT.	10.28A	2 NBC CN						B	4.2	19	327
NFL FOOTBALL GAME 2-NBC			1	211	99	A	14.7	34	1144	TIME OUT-11:28AM			2	175	193	82	94	A	4.5	20	350
1 SUN.	4.07P	182 NBC SE				B	14.7	34	1144	SAT.	11.28A	2 NBC CN						B	4.5	20	350
NFL FOOTBALL POST-NBC			1	153	70	A	6.5	16	506	TIME OUT-12:28PM			2	145	158	73	78	A	4.6	19	358
2 SUN.	3.52P	15 NBC SC				B	6.5	16	506	SAT.	12.28P	2 NBC CN						B	4.6	19	358
NFL FTBL GAME 1-NBC(B)			1	197	74	A	11.4	33	887	TOM AND JERRY			2	178	183	96	97	A	5.4	32	420
1 SUN.	1.00P	187 NBC SE				B	11.4	33	887	SAT.	8.30A	30 CBS CA						B	5.4	32	420
PLASTICMAN COMEDY-SHOW-1			48	191	192	98	99	A	4.4	22	342	U.S. OPEN TENNIS CHAMP-SA(S)		186		99		A	7.0	21	545
SAT.	9.00A	30 ABC CA				B	5.2	26	405	1 SAT.	12.00N	498 CBS SE									
PLASTICMAN COMEDY-SHOW-2			48	191	192	98	99	A	4.6	22	358	U.S. OPEN TENNIS CHAMP-SU(S)		193		99		A	11.0	24	856
SAT.	9.30A	30 ABC CA				B	5.1	23	397	1 SUN.	4.07P	263 CBS SE									
SCOOPY DOO(S)				191	99	A	5.0	23	389												
1 SAT.	10.00A	30 ABC CA																			
REAGAN FOR PRESIDENT-SAT(S)				187	99	A	3.9	15	303												
2 SAT.	1.30P	30 CBS P																			
SCHOOLHOUSE ROCK-8.56AM			48	191	192	94	94	A	4.2	25	327										
SAT.	8.56A	3 ABC CN				B	4.9	26	381												
SCHOOLHOUSE ROCK-10.26AM			35	191	192	99	99	A	5.6	25	436										
SAT.	10.26A	3 ABC CN				B	4.9	21	381												
SCHOOLHOUSE ROCK-11.26AM			48	191	190	98	98	A	5.7	25	443										
SAT.	11.26A	3 ABC CN				B	6.1	25	475												
SCHOOLHOUSE ROCK-11.55AM			47	105	127	67	85	A	2.6	11	202										
SUN.	11.55A	4 ABC CN				B	2.8	12	218												

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. SEPT. 1, 1980

NIELSEN NATIONAL TV AUDIENCE ESTIMATES																				
		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					15,560 20.0							22,410 28.8						
		AVERAGE AUDIENCE (Households (000) & %)					10,810 13.9							11,670 15.0						
		SHARE OF AUDIENCE %					26	12.8*						28	14.9*			16.6*	15.0*	
		AVG. AUD. BY ¼ HR.					12.3	13.3	14.7	15.2				14.5	15.2	16.4	16.8	17.1	16.0	14.6
WEEK 1	CBS TV	TOTAL AUDIENCE (Households (000) & %)					12,680 16.3		12,910 16.6		18,210 23.4		15,400 19.8		17,970 23.1					
		AVERAGE AUDIENCE (Households (000) & %)					10,270 13.2		11,510 14.8		16,030 20.6		13,540 17.4		14,320 18.4					
		SHARE OF AUDIENCE %					26		26		34		29		32		31*		18.4*	18.3*
		AVG. AUD. BY ¼ HR.					11.9	14.5	14.2	15.4	20.6	20.6	17.0	17.8	18.2	18.6	18.4	18.2	18.2	
WEEK 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)					13,620 17.5				22,560 29.0									
		AVERAGE AUDIENCE (Households (000) & %)					10,110 13.0				13,690 17.6									
		SHARE OF AUDIENCE %					24	11.9*			30	15.3*		18.0*		32*		18.9*	18.3*	
		AVG. AUD. BY ¼ HR.					11.4	12.3	13.7	14.7	15.0	15.6	17.8	18.2	19.4	18.4	18.2	18.3		
WEEK 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					21,940 28.2				31,120 40.0									
		AVERAGE AUDIENCE (Households (000) & %)					16,420 21.1				18,210 23.4									
		SHARE OF AUDIENCE %					37	20.0*			40	21.7*		25.6*		42*		26.3*	24.6*	
		AVG. AUD. BY ¼ HR.					19.0	21.1	21.9	22.5	21.5	21.9	25.1	26.0	27.1	25.5	24.4	24.8		
WEEK 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					11,050 14.2				17,740 22.8		13,690 17.6		15,640 20.1					
		AVERAGE AUDIENCE (Households (000) & %)					7,390 9.5				15,330 19.7		11,830 15.2		11,980 15.4					
		SHARE OF AUDIENCE %					16	9.3*			31		24		26		24*		14.6*	16.2*
		AVG. AUD. BY ¼ HR.					9.6	9.1	9.1	10.1	19.0	20.4	15.1	15.2	14.2	15.1	15.9	16.6		
WEEK 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)					15,330 19.7				17,890 23.0									
		AVERAGE AUDIENCE (Households (000) & %)					11,830 15.2				11,280 14.5									
		SHARE OF AUDIENCE %					26	14.0*			24	13.9*		14.5*		23*		14.9*	14.9*	
		AVG. AUD. BY ¼ HR.					13.1	14.8	16.0	16.8	13.6	14.2	14.6	14.3	14.9	15.0	15.3	14.3		
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	46.2	47.2	48.4	49.8	50.2	53.1	55.4	58.5	59.1	60.8	60.7	61.3	60.2	58.0	55.5	54.8	
			WK. 2	49.3	49.6	50.3	53.3	55.8	57.2	58.4	60.8	62.5	64.0	63.8	63.4	61.9	60.7	59.1	56.7	

For explanation of symbols, See page A.

EVE. MON. SEPT. 8, 1980

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. SEPT.2, 1980

NATIONAL TV AUDIENCE MEASUREMENTS																	
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					15,020 19.3		14,000 18.0		19,840 25.5		18,910 24.3		19,370 24.9			
	ABC TV					HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TAXI (R)(OP)		HART TO HART (R)			
	AVERAGE AUDIENCE (Households (000) & %)					12,760 16.4		12,680 16.3		17,890 23.0		17,120 22.0		15,170 19.5		19.7*	19.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					32 15.0	17.7	29 16.0	16.5	38 21.8	24.2	37 22.1	22.0	35 19.5	34 *	19.8	19.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					9,410 12.1				15,020 19.3							
	CBS TV					WHITE SHADOW(B) (R)(OP)				CBS TUESDAY NIGHT MOVIES ECHOES OF A SUMMER (9:00-10:54PM)(S)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)					6,460 8.3	7.3*		9.2*	8,640 11.1	11.1*		11.6*		11.2*		10.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					15 7.2	14 *	9.2	16 *	19 11.5	19 *	10.7	11.7	11.5	19 *	10.9	10.6
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,000 18.0				20,310 26.1							
	NBC TV					SHERIFF LOBO (R)(OP)				NBC TUESDAY NIGHT MOVIE MIDWAY, PART I (R)							
	AVERAGE AUDIENCE (Households (000) & %)					10,270 13.2	12.0*		14.4*	13,540 17.4	15.5*		17.4*		18.7*		18.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 11.3	23 *	14.1	26 *	30 15.3	26 *	17.3	29 *	17.6	32 *	18.9	18.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,430 22.4		18,210 23.4		22,720 29.2		20,850 26.8					
	ABC TV					HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		PEARL PART I (R)(S)(OP) (9:30-10:53PM)					
	AVERAGE AUDIENCE (Households (000) & %)					14,320 18.4		16,100 20.7		19,610 25.2		14,940 19.2					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					33 16.9	19.8	35 19.6	21.8	40 24.3	26.0	32 19.8	31 *	19.5	33 *	19.5	19.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,090 19.4				21,010 27.0							
	CBS TV					ACROSS-GREAT DIVIDE PT. I (R)(OP)				CBS TUESDAY NIGHT MOVIES ANATOMY OF A SEDUCTION(R) (9:00-10:54PM)(S)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)					11,050 14.2	12.9*		15.5*	12,990 16.7	14.9*		16.7*		17.6*		17.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 12.3	23 *	15.2	26 *	28 15.1	24 *	14.7	27 *	16.4	30 *	17.8	32 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					8,090 10.4	22,170 28.5										
	NBC TV					(1) (OP) (-OP)				NBC MAJOR LGE. BSBL SPEC. LOS ANGELES VS HOUSTON PITTSBURGH VS PHILADELPHIA (8:18-11:11PM)(-OP)							
	AVERAGE AUDIENCE (Households (000) & %)					7,470 9.6	9,650 12.4		10.8*		12.2*		13.3*		13.7*		13.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 9.6	22 9.2	10.5	19 *	20 *	12.3	13.1	22 *	13.6	22 *	13.6	13.3
TV HOUSEHOLDS USING TV WK. 1		47.3	47.2	47.2	49.2	50.0	53.3	55.7	57.2	59.6	60.2	59.8	59.3	57.3	57.9	56.2	53.9
(See Def. 1) WK. 2		48.2	49.8	50.5	52.3	54.3	56.6	58.3	59.7	61.9	63.2	61.9	61.4	60.6	58.6	56.0	53.1
U.S. TV Households: 72,000,000																	

U.S. TV Households: 77,800,000

(1) NBC MAJOR LGE. BSBL PRE, NBC, (8:00-8:16PM)(S)

For explanation of symbols, See page A.

EVE.TUE. SEPT.9, 1980



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. SEPT.3, 1980

		NATIONAL TV AUDIENCE ESTIMATES																
		TIME																
		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					15,790 20.3				20,620 26.5				19,760 25.4				
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					11,510 14.8	13.9*			15,170 19.5	17.7*			15,950 20.5	20.2*		20.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					27 13.6	27* 14.2		15.6	16.0	33 16.9	30* 18.5	20.8	21.6	36 20.4	35* 20.1	20.7	37* 21.0
E E K 1	TOTAL AUDIENCE (Households (000) & %)					8,400 10.8				18,520 23.8								
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					5,910 7.6	7.1*			11,980 15.4	12.4*			15.5*		16.6*	17.7*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					14 7.0	14* 7.3		8.1	8.3	26 11.9	21* 12.9	15.2	15.8	26* 15.8	29* 17.0	17.6	31* 17.7
1	TOTAL AUDIENCE (Households (000) & %)					17,820 22.9				14,470 18.6				14,860 19.1				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					13,380 17.2	16.0*			12,530 16.1				8,250 10.6	10.8*		10.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					32 15.0	31* 17.0		18.0	18.7	27 15.8		16.5	11.6	18* 10.1	19* 10.9	10.2	18* 10.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,020 19.3				23,030 29.6								
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					11,130 14.3	13.6*			14,160 18.2	14.9*			18.5*		19.6*	20.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					26 13.0	26* 14.3		14.8	15.3	31 14.2	25* 15.6	18.0	19.0	30* 19.8	34* 19.5	20.0	36* 19.9
E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,600 16.2				17,660 22.7								
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					8,950 11.5	10.7*			11,200 14.4	13.8*			14.0*		14.9*	15.2*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					21 10.5	20* 10.9		11.9	12.7	24 13.5	23* 14.0	13.9	14.0	23* 14.0	26* 15.1	15.3	27* 15.0
2	TOTAL AUDIENCE (Households (000) & %)					15,400 19.8				14,860 19.1				12,530 16.1	12,140 15.6			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					11,670 15.0	14.1*			12,370 15.9				11,130 14.3	9,570 12.3	12.3*	12.3*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					28 13.2	27* 15.0		15.8	16.0	27 15.1		16.7	14.6	23 14.0	22 12.1	21* 12.6	22* 12.3
TV HOUSEHOLDS USING TV		WK. 1	46.3	47.2	48.6	50.1	50.6	53.1	55.4	56.7	57.3	59.9	59.6	59.2	58.3	58.0	57.8	
(See Def. 1)		WK. 2	47.7	48.6	48.5	50.3	51.3	53.2	55.1	56.8	57.4	60.5	61.5	61.5	59.1	57.7	57.0	

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.WED. SEPT.10, 1980



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. SEPT.4, 1980

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					12,600 16.2		12,990 16.7		16,420 21.1				17,270 22.2				
	ABC TV					MORK & MINDY (R)		ANGIE		BARNEY MILLER (R)(OP)						20/20		
	AVERAGE AUDIENCE (Households (000) & %)					10,350 13.3		11,590 14.9		12,600 16.2	15.7*		16.6*	12,370 15.9	16.0*		15.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 12.4	14.2	28 14.5	15.2	29 15.7	29 * 15.8	16.6	28 * 16.6	28 16.4	28 * 15.7	28 * 15.5	29 * 15.9	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					7,000 9.0				13,460 17.3				14,000 18.0				
	CBS TV					WALTONS(B) (8:00-8:53PM)(R) (S)(OP)				BARNABY JONES (R)						KNOTS LANDING (R)		
	AVERAGE AUDIENCE (Households (000) & %)					5,210 6.7	6.3*		7.3*	10,580 13.6	12.5*		14.7*	10,500 13.5	12.9*		14.0*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					13 6.2	12 * 6.4		14 * 7.1	24 11.7	23 * 13.3	14.4	25 * 15.0	24 12.7	22 * 13.1	22 * 13.6	26 * 14.5	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)					18,670 24.0				21,780 28.0								
	NBC TV					GAMES PEOPLE PLAY (OP)				NBC THURSDAY NIGHT MOVIES MIDWAY, PART I(R) (9:00-10:55PM)(S)(OP)								
	AVERAGE AUDIENCE (Households (000) & %)					13,850 17.8	16.8*		18.8*	14,940 19.2	16.6*		18.8*		21.2*		20.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					34 15.8	33 * 17.9		35 * 18.8	34 15.9	30 * 17.4	18.4	32 * 19.2		37 * 20.9	37 * 21.6	37 * 21.6	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)					12,910 16.6				24,970 32.1								
	ABC TV					NFL 10TH ANNIV. SPECIAL (OP)				ABC NFL FOOTBALL SPECIAL LOS ANGELES VS TAMPA BAY (9:00-12:01AM)(OP)								
	AVERAGE AUDIENCE (Households (000) & %)					8,010 10.3	9.4*		11.2*	13,070 16.6	16.7*		18.4*		17.2*		16.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 9.8	18 * 9.0		19 * 10.5	30 15.8	28 * 17.6	18.4	30 * 18.4		28 * 18.6	28 * 15.8	27 * 16.3	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)					13,300 17.1		21,780 28.0										
	CBS TV					MY WIFE NEXT DOOR				TENTH MONTH (8:30-10:55PM)(R)(S)(OP)								
	AVERAGE AUDIENCE (Households (000) & %)					10,970 14.1		12,140 15.6	12.6*		14.6*		15.5*		17.5*		18.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 13.2	15.0	26 13.1	22 * 12.2	24 * 14.3	24 * 14.9	15.1	25 * 15.9		28 * 17.3	28 * 17.8	31 * 18.3	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)					18,590 23.9				22,560 29.0								
	NBC TV					GAMES PEOPLE PLAY (OP)				50 YEARS OF COUNTRY MUSIC (R)								
	AVERAGE AUDIENCE (Households (000) & %)					12,370 15.9	14.0*		17.7*	14,390 18.5	17.9*		18.5*		19.0*		18.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					29 13.3	26 * 14.8		31 * 17.1	30 17.7	29 * 18.2	18.4	30 * 18.6		31 * 19.0	31 * 18.9	31 * 18.4	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	45.8	47.1	48.0	48.7	49.1	52.2	52.4	53.8	53.4	56.2	58.4	59.0	57.9	56.8	55.9	52.5
		WK. 2	46.2	48.4	49.4	51.1	52.3	54.6	56.1	58.8	60.2	61.4	62.2	63.0	62.7	61.3	60.6	58.5

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.THU. SEPT.11, 1980

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. SEPT.5, 1980

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)					12,060 15.5		11,440 14.7		15,400 19.8							
	ABC TV					BENSON (R)		MR. & MRS. DRACULA (OP)					ABC FRIDAY NIGHT MOVIE KILLER GRIZZLY (R) (9:00-10:51PM)(S)(OP)				
	AVERAGE AUDIENCE (Households (000) & %)					10,430 13.4		9,650 12.4		10,040 12.9							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					28 13.1		25 13.6		24 12.3		11.3* 21 *		12.5* 22 *		14.1* 26 *	13.9* 26 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					13,150 16.9				20,380 26.2				21,550 27.7			
	CBS TV							INCREDIBLE HULK (8:00-8:54PM)(R) (S)(OP)			DUKES OF HAZZARD (R)					DALLAS (R)	
	AVERAGE AUDIENCE (Households (000) & %)					9,410 12.1		10.8* 22 *		15,790 20.3		19.7* 36 *		20.8* 37 *		20.6* 38 *	20.9* 39 *
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 10.5		22* 11.2		37 19.5		36* 19.9		37* 21.2		38* 20.5	39* 21.2
W E K 3	TOTAL AUDIENCE (Households (000) & %)					9,650 12.4		8,090 10.4		11,670 15.0				8,710 11.2			
	NBC TV					FACTS OF LIFE SPECIAL (R)		ME AND MAXX SPECIAL (R)(OP)			SPEAK UP AMERICA				MAN CALLED SLOANE (R)		
	AVERAGE AUDIENCE (Households (000) & %)					8,170 10.5		7,080 9.1		8,170 10.5		10.0* 18 *		11.0* 19 *		6,300 8.1	8.3* 16 *
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 9.9		18 11.1		19 9.8		18* 10.2		19* 11.1		15* 7.9	16* 8.7
W E K 4	TOTAL AUDIENCE (Households (000) & %)					11,130 14.3		19,990 25.7									
	ABC TV					BENSON (R)(OP)							ABC FRIDAY NIGHT MOVIE PEARL PART II (R) (8:30-10:54PM)(S)(OP)				
	AVERAGE AUDIENCE (Households (000) & %)					9,650 12.4		11,050 14.2									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 12.2		27 11.7		24* 12.0		14.0* 27 *		14.7* 27 *		15.3* 28 *	15.6* 29 *
W E K 5	TOTAL AUDIENCE (Households (000) & %)					14,240 18.3				17,510 22.5				21,010 27.0			
	CBS TV							INCREDIBLE HULK (R)(OP)			DUKES OF HAZZARD (R)					DALLAS (R)	
	AVERAGE AUDIENCE (Households (000) & %)					10,270 13.2		11.4* 23 *		14,240 18.3		17.0* 33 *		19.5* 35 *		16,490 21.2	21.6* 40 *
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					27 10.5		23* 12.3		34 16.3		33* 17.7		35* 19.9		39 20.7	40* 21.7
W E K 6	TOTAL AUDIENCE (Households (000) & %)					8,320 10.7		7,620 9.8		9,800 12.6				7,700 9.9			
	NBC TV					FACTS OF LIFE SPECIAL (R)		ME AND MAXX SPECIAL (OP)			SPEAK UP AMERICA				MAN CALLED SLOANE (10:00-10:55PM)(R) (S)(OP)		
	AVERAGE AUDIENCE (Households (000) & %)					7,390 9.5		6,220 8.0		7,390 9.5		9.4* 18 *		9.7* 18 *		5,910 7.6	7.6* 14 *
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 9.5		16 9.6		18 9.4		18* 9.4		18* 9.5		14* 7.5	14* 7.6
TV HOUSEHOLDS USING TV		WK. 1	42.7	43.9	44.2	45.6	47.1	49.0	49.4	51.5	53.5	54.6	56.0	56.9	54.8	53.8	53.6
(See Def. 1)		WK. 2	44.4	46.5	46.4	47.3	48.2	49.2	50.0	50.9	51.5	52.8	54.3	55.7	55.0	54.3	53.0

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.FRI. SEPT.12, 1980

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. SEPT.6, 1980

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						15,640 20.1				15,400 19.8				13,070 16.8			
	ABC TV						LOVE BOAT SPECIAL (R)				LOVE BOAT (R)(OP)				FANTASY ISLAND (R)			
	AVERAGE AUDIENCE (Households (000) & %)						11,440 14.7	13.2*		16.2*	12,140 15.6	15.2*		15.9*	9,800 12.6	12.4*		12.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.						31 11.8	29*	15.8	33*	29	29*	16.3	29*	24	23*	12.7	24*
K 2	TOTAL AUDIENCE (Households (000) & %)						9,650 12.4		11,510 14.8		15,790 20.3							
	CBS TV						U.S. OPEN TENNIS CHAMP-SA (12:00NN-8:18PM) (R)(OP)		WKRP IN CINCINNATI (8:18-8:48PM) (R)(-OP)		TIM CONWAY SHOW (8:48-9:18PM) (R)(-OP)			CBS SATURDAY NIGHT MOVIE HUSTLE(R) (9:18-11:18PM)(OP)				
	AVERAGE AUDIENCE (Households (000) & %)						7,550 9.7		8,480 10.9		8,560 11.0			10.2*		11.4*		11.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.						20 9.1		21		21		9.9	19*		21*		22*
K 1	TOTAL AUDIENCE (Households (000) & %)						11,830 15.2				18,980 24.4				29,640 38.1			
	NBC TV						BUCK ROGERS-25TH CENTURY (R)(OP)				BOB HOPE SPECIAL				MISS AMERICA PAGEANT (10:00-12:00MD)			
	AVERAGE AUDIENCE (Households (000) & %)						8,010 10.3	9.2*		11.3*	14,700 18.9	17.4*		20.4*	19,370 24.9	22.9*		24.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.						22 8.1	20*	10.9	23*	35	33*	20.4	38*	49	43*	23.8	45*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						16,730 21.5				17,890 23.0				18,440 23.7			
	ABC TV						LOVE BOAT SPECIAL (R)				LOVE BOAT (R)(OP)				FANTASY ISLAND (R)			
	AVERAGE AUDIENCE (Households (000) & %)						12,530 16.1	14.7*		17.6*	14,320 18.4	18.0*		18.9*	14,630 18.8	18.5*		19.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.						33 13.5	31*	17.5	35*	35	34*	18.5	35*	38	37*	19.0	40*
K 2	TOTAL AUDIENCE (Households (000) & %)						10,430 13.4		9,650 12.4		19,760 25.4							
	CBS TV						WKRP IN CINCINNATI (R)		TIM CONWAY SHOW (R)(OP)			CBS SATURDAY NIGHT MOVIE THE BIG SLEEP (9:00-10:54PM)(S)(OP)						
	AVERAGE AUDIENCE (Households (000) & %)						8,790 11.3		8,090 10.4		12,680 16.3	16.0*		15.6*		16.6*		17.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.						24 11.2		21	10.8	32	30*	16.0	29*		33*		36*
K 2	TOTAL AUDIENCE (Households (000) & %)						12,910 16.6				10,580 13.6				6,540 8.4		5,130 6.6	
	NBC TV						BUCK ROGERS-25TH CENTURY (R)(OP)				B.J. AND THE BEAR (R)				SIX O'CLOCK FOLLIES		GOOD TIME HARRY	
	AVERAGE AUDIENCE (Households (000) & %)						8,640 11.1	10.8*		11.5*	8,400 10.8	10.4*		11.2*	5,210 6.7		4,200 5.4	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.						23 10.8	23*	11.3	23*	20	20*	11.3	21*	13		11	

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SAT. SEPT.13, 1980



TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,050 5.2													
	ABC TV		ABC WEEKEND REPORT- SAT.													
	AVERAGE AUDIENCE (Households (000) & %)	{	4,050 5.2													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	10 5.2													
K 2	TOTAL AUDIENCE (Households (000) & %)	{														
	CBS TV		CBS SAT NIGHT MOVIE HUSTLE(R) (9:10-11:10PM)													
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	11.8 8.6													
K 2	TOTAL AUDIENCE (Households (000) & %)	{							10,810 13.9							
	NBC TV		MISS AMERICA PAGEANT						SATURDAY NIGHT (12:30-1:51AM) (SUSTAINING 1:51-2:00AM)							
	AVERAGE AUDIENCE (Households (000) & %)	{							6,070 7.8							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	24.9	25.2*	27.9	27.6*			9.6	8.9*	7.7	7.3*	7.0	7.0*		

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,910 7.6													
	ABC TV		ABC WEEKEND REPORT- SAT.													
	AVERAGE AUDIENCE (Households (000) & %)	{	5,680 7.3													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	16 7.3													
K 2	TOTAL AUDIENCE (Households (000) & %)	{														
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%														
K 2	TOTAL AUDIENCE (Households (000) & %)	{							12,530 16.1							
	NBC TV		SATURDAY NIGHT (11:30-1:50AM) (SUSTAINING 1:50-2:00AM)													
	AVERAGE AUDIENCE (Households (000) & %)	{							6,850 8.8							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%							8.6	8.9*	9.2	9.0*	8.3	8.4*		

TV HOUSEHOLDS USING TV	WK. 1	52.9	49.2	47.0	44.2	35.7	31.4	27.0	24.3	22.1	19.5	18.0	15.2	11.7	10.0	9.3	8.6
(See Def. 1)	WK. 2	45.3	42.3	36.8	33.7	30.1	28.0	25.8	23.9	20.8	18.7	16.3	15.0	13.5	12.3	10.8	9.5

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. SEPT.7, 1980

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	19,840 25.5	THOSE AMAZING ANIMALS (OP)						25,600 32.9	ABC SUNDAY NIGHT MOVIE THE LONGEST YARD(R) (8:30-10:56PM)(S)(OP)								
	AVERAGE AUDIENCE (Households (000) & %)	{	11,670 15.0	12.1*		15.1*		17.7*	19.9	14.9*		18.1*		21.6*		23.2*		22.1*	
	SHARE OF AUDIENCE %	{	28	24 *		28 *		31 *	33	25 *		29 *		35 *		39 *		40 *	
	AVG. AUD. BY ¼ HR. %	{	11.0	13.1	14.6	15.6	17.7	17.8	14.8	15.0	17.4	18.8	21.3	21.9	23.3	23.0	23.5	20.2	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	U.S. OPEN TENNIS CHAMP-SU (4:07-8:30PM)						20,930 26.9	60 MINUTES (R)		13,540 17.4	ARCHIE BUNKER'S PLACE (R)		13,540 17.4	ONE DAY AT A TIME (R)(OP)		13,460 17.3	JEFFERSONS (R)
	AVERAGE AUDIENCE (Households (000) & %)	{							14,780 19.0			11,670 15.0			11,590 14.9			11,980 15.4	
	SHARE OF AUDIENCE %	{							29 *			24			24			26	
	AVG. AUD. BY ¼ HR. %	{	13.6	16.5	16.0	15.6	16.5	15.3	17.8	17.8	20.1	20.2	15.1	14.9	15.1	14.8	14.4	16.3	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	13,380 17.2	DISNEY'S WONDERFUL WORLD MICKEY'S GREATEST ADVENTURES(R) (7:09-8:00PM)(OP)						17,660 22.7	CHIPS (R)(OP)		28,160 36.2	1980 EMMY AWARDS (9:00-12:02AM)					
	AVERAGE AUDIENCE (Households (000) & %)	{	9,490 12.2	11.0*		13.0*		15.9	13.7*	18.0*		11,670 15.0	18.1*		17.1*		16.3*		15.6*
	SHARE OF AUDIENCE %	{	23	22 *		24 *		27	24 *	30 *		29	29 *		28 *		27 *		28 *
	AVG. AUD. BY ¼ HR. %	{	11.1	10.9	12.4	13.5	12.6	14.8	17.5	18.6	18.3	17.9	17.9	16.2	16.5	16.0	15.7	15.5	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	16,100 20.7	THOSE AMAZING ANIMALS (OP)						31,200 40.1	ABC SUNDAY NIGHT MOVIE THE WOMEN'S ROOM (8:00-10:54PM)(S)(OP)								
	AVERAGE AUDIENCE (Households (000) & %)	{	11,360 14.6	12.5*		16.7*		21,940 28.2	23.3*	26.3*		29.3*		30.3*		30.5*		29.8*	
	SHARE OF AUDIENCE %	{	28	25 *		31 *		45	41 *	43 *		45 *		46 *		48 *		49 *	
	AVG. AUD. BY ¼ HR. %	{	11.1	13.8	16.0	17.5	21.4	25.2	25.5	27.0	29.2	29.5	30.0	30.6	30.3	30.7	30.9	27.8	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	21,630 27.8	60 MINUTES (7:06-8:06PM)(R) (OP)(-OP)						12,680 16.3	13,300 17.1	15,950 20.5	16,490 21.2	18,050 23.2	TRAPPER JOHN, M.D. (10:06-11:06PM)(R)				
	AVERAGE AUDIENCE (Households (000) & %)	{	15,090 19.4	18.6*		19.9*		10,810 13.9	10,740 13.8		13,850 17.8		14,860 19.1	12,290 15.8	15.1*		15.9*		
	SHARE OF AUDIENCE %	{	37	38 *		37 *		24	22		27		29	26	24 *		26 *		
	AVG. AUD. BY ¼ HR. %	{	17.3	19.4	19.6	20.1	14.5	13.7	12.2	13.8	16.3	18.1	18.6	19.3	15.3	14.9	15.1	16.7	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	7,310 9.4	9,100 11.7	DISNEY'S WONDERFUL WORLD DISNEYLAND'S 25TH ANNIVERSARY (R)(7:20-8:00PM)						16,570 21.3	CHIPS (R)(OP)		BIG EVENT THE DROWNING POOL(R) (9:00-10:55PM)(S)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{	6,070 7.8	6,770 8.7							11,440 14.7			10,430 13.4			13.1*		13.6*
	SHARE OF AUDIENCE %	{	16	17							25			21			21 *		22 *
	AVG. AUD. BY ¼ HR. %	{	7.9	8.1	8.3	9.6	11.8	14.2	15.9	16.7	13.6	13.6	13.4	13.0	13.1	13.1	13.8	13.3	
TV HOUSEHOLDS USING TV			WK. 1	49.7	50.7	52.3	53.9	55.9	58.7	59.8	61.1	62.8	63.4	62.5	61.1	60.1	58.8	57.5	53.7
(See Def. 1)			WK. 2	47.9	50.6	52.6	54.0	55.2	58.7	60.1	62.8	64.3	65.5	66.4	66.5	64.5	63.1	62.7	58.1

U.S. TV Households: 77,800,000

(1) DISNEY'S WONDERFUL WORLD(B), DISNEYLAND'S 25TH ANNIVERSARY, NBC, (7:00-7:20PM)

For explanation of symbols, See page A.

EVE.SUN. SEPT.14, 1980

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. SEPT.7, 1980

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,840 7.5																
	ABC TV		ABC WEEKEND REPORT-SUN.																
	AVERAGE AUDIENCE (Households (000) & %)	{	5,450 7.0																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	15 7.0																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,460 8.3																
	CBS TV		CBS SUNDAY NEWS-BRADLEY (S)(OP)																
	AVERAGE AUDIENCE (Households (000) & %)	{	6,300 8.1																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	18 8.1																
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	2,720 3.5																
	NBC TV		1980 EMMY AWARDS (9:00-12:02AM) NBC LATE NIGHT MOVIE EISCHIED (12:32-2:37AM) (SUSTAINING 2:37-2:39AM)																
	AVERAGE AUDIENCE (Households (000) & %)	{	1,320 1.7																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	15 2.1																
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	4,980 6.4																
	ABC TV		ABC WEEKEND REPORT-SUN.																
	AVERAGE AUDIENCE (Households (000) & %)	{	4,750 6.1																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	13 6.1																
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	6,460 8.3																
	CBS TV		CBS SUNDAY NEWS-BRADLEY (OP)																
	AVERAGE AUDIENCE (Households (000) & %)	{	6,220 8.0																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	18 8.0																
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	2,650 3.4																
	NBC TV		DECISION '80-SUN. NBC LATE NIGHT MOVIE EISCHIED (12:00-2:00AM) (SUSTAINING 2:00-2:07AM)																
	AVERAGE AUDIENCE (Households (000) & %)	{	2,260 2.9																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	10 3.2																
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	47.7	43.4	34.8	29.4	24.5	22.1	18.1	15.5	14.0	12.5	10.6	9.4	7.7	7.1	6.2	5.1	
		WK. 2	48.9	41.7	32.3	26.4	22.7	19.3	16.4	14.5	12.7	10.5	9.0	7.4	6.1	4.6	3.6	3.0	

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SUN. SEPT.14, 1980

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT.1-5, 1980

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)				3,970 5.1				4,750 6.1									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)(TU-F) (OP)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)(TU-F) (OP)									
	AVERAGE AUDIENCE (Households (000) & %)				3,110 4.0				3,970 5.1									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				26 3.8	4.1			31 4.9	5.2								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		2,100 2.7				2,330 3.0						3,810 4.9		4,360 5.6			
	CBS TV		MORNING MON-FRI (CO-OP) (PARTICIPATING)				CAPTAIN KANGAROO						JEFFERSONS M-F (MTUWF)(S)(OP)		ALICE-M-F (MTUWF)(S)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)		1,400 1.8			1,320 1.7							3,270 4.2		3,730 4.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		13 1.9	1.8	1.8	10 1.4	9 * 1.5	11 * 1.8	2.0				22 3.9	4.5	24 4.6	5.2		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)				3,810 4.9				4,200 5.4				2,330 3.0		2,330 3.0			
	NBC TV				TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				DAVID LETTERMAN-1 (TU-F)(OP)		DAVID LETTERMAN-2 (TU-F)(OP) (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)				3,030 3.9				3,420 4.4				1,950 2.5		1,950 2.5			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				27 3.6	4.1			25 4.6	4.3			15 2.5	2.4	15 2.4	2.5		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				3,970 5.1				4,900 6.3									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)				3,110 4.0				3,890 5.0									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				26 3.8	4.1			29 4.9	5.1								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		2,570 3.3				2,570 3.3						4,430 5.7		4,590 5.9			
	CBS TV		MORNING MON-FRI (CO-OP) (PARTICIPATING)				CAPTAIN KANGAROO						JEFFERSONS M-F		ALICE-M-F			
	AVERAGE AUDIENCE (Households (000) & %)		1,630 2.1		2.0*	1,400 1.8	1.6*		2.1*				3,580 4.6		3,970 5.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		14 2.1	2.0	1.9	11 1.4	10 * 1.7	12 * 1.8	2.3				27 4.3	5.0	29 4.9	5.2		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				3,890 5.0				4,900 6.3				2,100 2.7		2,100 2.7			
	NBC TV				TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				DAVID LETTERMAN-1		DAVID LETTERMAN-2 (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)				3,110 4.0				3,810 4.9				1,790 2.3		1,870 2.4			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				26 3.7	4.3			29 5.1	4.7			14 2.3	2.3	14 2.3	2.4		
TV HOUSEHOLDS USING TV WK. 1		8.0	9.6	11.4	13.0	14.3	15.5	16.3	17.5	17.6	17.8	18.1	18.6	18.4	19.0	19.3	19.5	
(See Def. 1) WK. 2		7.9	10.1	12.0	14.0	15.6	16.3	16.7	17.2	17.2	17.4	17.3	17.1	16.5	17.0	17.2	17.6	

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. SEPT.8-12, 1980



		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,600 7.2				5,600 7.2		5,910 7.6		9,180 11.8				8,790 11.3			
	ABC TV		LOVE BOAT DAYTIME (TU-F)(OP)				FAMILY FEUD (TU-F)(OP)		RYAN'S HOPE (TU-F)(OP) (SUS-OP)		ALL MY CHILDREN (TU-F)(OP)			ONE LIFE TO LIVE (TU-F)(OP) (SUS-OP)				
	AVERAGE AUDIENCE (Households (000) & %)	{	4,050 5.2	4.8*		5.5*	4,590 5.9		4,900 6.3		7,240 9.3	8.9*		9.7*	6,770 8.7	8.4*		9.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	29 4.6	27 *	5.4	30 *	29 5.6	6.2	29 6.2	6.5	37 8.6	36 *	9.6	38 *	34 8.3	33 *	8.8	34 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,820 6.2		5,290 6.8				4,900 6.3		7,000 9.0				7,240 9.3			
	CBS TV		PRICE IS RIGHT 1 (TU-F)(OP)				PRICE IS RIGHT 2 (TU-F)(OP)		SEARCH FOR TOMORROW (TU-F)(S)(OP)		YOUNG AND THE RESTLESS (TU-F)(S)(OP)			AS THE WORLD TURNS (TU-F)(S)(OP)				
	AVERAGE AUDIENCE (Households (000) & %)	{	4,200 5.4		4,590 5.9				4,120 5.3		5,370 6.9	6.6*		7.2*	5,840 7.5	7.3*		7.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	27 5.1	27 *	32 5.7	32 *	27 5.8	6.0	24 5.1	5.5	29 6.4	29 *	7.0	30 *	29 7.2	29 *	7.6	29 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,110 4.0		3,110 4.0		2,180 2.8		3,350 4.3		5,600 7.2				5,060 6.5			
	NBC TV		WHEEL OF FORTUNE (TU-F)(OP)				PASSWORD PLUS (TU-F)(OP)		CARD SHARKS (TU-F)(OP)		DOCTORS (TU-F)(OP)			DAYS OF OUR LIVES (TU-F)(OP)			ANOTHER WORLD (TU-F)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{	2,490 3.2		2,570 3.3		1,710 2.2		2,800 3.6		4,280 5.5	5.4*		5.7*	3,810 4.9	4.9*		4.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	16 3.1	3.4	16 3.3	3.4	10 2.1	2.3	15 3.4	3.8	21 5.3	20 *	5.6	21 *	18 4.9	18 *	4.8	17 *

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,910 7.6				5,760 7.4		6,220 8.0		9,410 12.1				9,260 11.9			
	ABC TV		LOVE BOAT DAYTIME (TU-F)(OP)				FAMILY FEUD (TU-F)(OP)		RYAN'S HOPE (TU-F)(OP) (SUS-OP)		ALL MY CHILDREN (TU-F)(OP)			ONE LIFE TO LIVE (TU-F)(OP) (SUS-OP)				
	AVERAGE AUDIENCE (Households (000) & %)	{	4,430 5.7	5.3*		6.0*	4,820 6.2		5,210 6.7		7,310 9.4	9.1*		9.7*	7,160 9.2	9.0*		9.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	30 5.2	29 *	5.9	31 *	28 5.9	6.5	29 6.5	6.9	36 8.8	35 *	9.6	36 *	34 8.9	34 *	9.2	34 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,980 6.4		5,840 7.5				5,680 7.3		7,080 9.1				7,240 9.3			
	CBS TV		PRICE IS RIGHT 1 (TU-F)(OP)				PRICE IS RIGHT 2 (TU-F)(OP)		SEARCH FOR TOMORROW (TU-F)(S)(OP)		YOUNG AND THE RESTLESS (TU-F)(S)(OP)			AS THE WORLD TURNS (TU-F)(S)(OP)				
	AVERAGE AUDIENCE (Households (000) & %)	{	4,200 5.4		5,130 6.6				4,670 6.0		5,520 7.1	6.8*		7.5*	5,840 7.5	7.5*		7.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	30 5.2	5.6	34 6.4	6.8			26 6.2	6.0	29 6.5	29 *	7.4	30 *	28 7.4	28 *	7.6	28 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	3,110 4.0		3,270 4.2		2,570 3.3		3,500 4.5		5,910 7.6				5,130 6.6			
	NBC TV		WHEEL OF FORTUNE (TU-F)(OP)				PASSWORD PLUS (TU-F)(OP)		CARD SHARKS (TU-F)(OP)		DOCTORS (TU-F)(OP)			DAYS OF OUR LIVES (TU-F)(OP)			ANOTHER WORLD (TU-F)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{	2,650 3.4		2,800 3.6		2,180 2.8		2,960 3.8		4,430 5.7	5.6*		5.7*	4,050 5.2	5.3*		5.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	19 3.2	3.5	18 3.5	3.8	13 2.6	3.0	16 3.7	3.9	22 5.5	22 *	5.7	21 *	19 5.2	20 *	5.2	19 *

TV HOUSEHOLDS USING TV	WK. 1	19.7	20.5	20.9	21.8	23.1	24.3	23.8	24.9	26.0	26.8	26.9	27.6	27.2	27.8	28.1	28.7
(See Def. 1)	WK. 2	17.9	18.7	19.4	20.5	22.7	24.1	23.9	24.3	25.1	25.9	25.8	26.5	26.1	27.0	27.3	27.9

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. SEPT.8-12, 1980



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT. 1-5, 1980

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 10,350 13.3		4,750 6.1		9,340 12.0									
	ABC TV		GENERAL HOSPITAL (TU-F)(OP) (SUS-OP)		EDGE OF NIGHT (TU-F)(OP)		ABC WORLD NEWS TONIGHT									
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,400 10.8		4,050 5.2		7,940 10.2									
	SHARE OF AUDIENCE %		{ 39 10.4		19 5.3		23 10.0									
	AVG. AUD. BY 1/4 HR.		{ 10.6* 10.8		10.9* 11.0		5.1									
	TOTAL AUDIENCE (Households (000) & %)		{ 7,160 9.2		3,030 3.9		10,190 13.1									
	CBS TV		GUIDING LIGHT (TU-F)>(S)(OP)		ONE DAY AT A TIME-M-F (W-F)(S)(OP)		CBS EVENING NEWS- CRONKITE									
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,600 7.2		2,410 3.1		8,950 11.5									
	SHARE OF AUDIENCE %		{ 26 7.4		12 2.9		25 11.3									
	AVG. AUD. BY 1/4 HR.		{ 7.3* 7.2		7.1* 7.2		3.3									
	TOTAL AUDIENCE (Households (000) & %)		{ 4,510 5.8		8,950 11.5		NBC NIGHTLY NEWS									
	NBC TV		TEXAS													
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,350 4.3		7,700 9.9		10.2									
	SHARE OF AUDIENCE %		{ 15 4.4		15* 4.3		22 9.6									
	AVG. AUD. BY 1/4 HR.		{ 4.3* 4.2		4.4* 4.4											

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 10,040 12.9		4,360 5.6		9,340 12.0									
	ABC TV		GENERAL HOSPITAL (SUS-OP)		EDGE OF NIGHT		ABC WORLD NEWS TONIGHT									
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,090 10.4		3,730 4.8		7,940 10.2									
	SHARE OF AUDIENCE %		{ 37 10.2		17 4.9		23 10.0									
	AVG. AUD. BY 1/4 HR.		{ 10.3* 10.4		10.5* 10.5		4.7									
	TOTAL AUDIENCE (Households (000) & %)		{ 7,310 9.4		3,270 4.2		10,350 13.3									
	CBS TV		GUIDING LIGHT (OP)		ONE DAY AT A TIME-M-F		CBS EVENING NEWS- CRONKITE									
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,840 7.5		2,650 3.4		9,020 11.6									
	SHARE OF AUDIENCE %		{ 27 7.3		12 3.3		25 11.7									
	AVG. AUD. BY 1/4 HR.		{ 7.4* 7.4		7.6* 7.5		3.6									
	TOTAL AUDIENCE (Households (000) & %)		{ 4,670 6.0		8,710 11.2		NBC NIGHTLY NEWS									
	NBC TV		TEXAS													
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,500 4.5		7,700 9.9		10.8									
	SHARE OF AUDIENCE %		{ 16 4.4		16* 4.8		22 9.6									
	AVG. AUD. BY 1/4 HR.		{ 4.4* 4.4		4.7* 4.6											

TV HOUSEHOLDS USING TV WK. 1	28.0	28.6	29.2	29.9	28.9	30.1	31.2	32.4	33.6	34.9	36.5	38.5	41.3	43.6	44.3	45.7
(See Def. 1) WK. 2	26.7	27.8	28.8	29.3	27.4	29.1	29.9	31.3	32.2	34.4	36.0	38.1	41.0	43.1	44.4	45.5

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. SEPT 8-12, 1980

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						2,880 3.7		3,810 4.9		3,890 5.0		4,430 5.7		4,510 5.8		4,980 6.4	
	ABC TV						GREATEST SUPERFRIENDS-1		GREATEST SUPERFRIENDS-2 (OP)		PLASTICMAN COMEDY-SHOW-1		PLASTICMAN COMEDY-SHOW-2		SCOOBY DOO (OP)		SCOOBY AND SCRAPPY DOO-1	
	AVERAGE AUDIENCE (Households (000) & %)						2,260 2.9		3,270 4.2		3,420 4.4		3,500 4.5		3,890 5.0		4,200 5.4	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						26 2.6	3.2	27 4.1	4.2	23 4.3	4.5	22 4.6	4.5	23 4.7	5.2	25 5.0	5.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						3,270 4.2		4,980 6.4		7,000 9.0		7,620 9.8		8,560 11.0		6,920 8.9	
	CBS TV						MIGHTY MOUSE- HECKL-JECKL (OP)		TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		ALL NEW POPEYE HOUR 1 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)						2,490 3.2		3,970 5.1		5,600 7.2		6,460 8.3		7,550 9.7		6,070 7.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						25 2.6	3.7	31 4.6	5.6	37 6.7	7.6	40 7.8	8.7	44 9.6	9.7	36 8.1	7.4
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						2,570 3.3		3,110 4.0		4,200 5.4		4,430 5.7		3,730 4.8		4,360 5.6	
	NBC TV						GODZILLA/ GLOBETROTTERS 1 (OP)		GODZILLA/ GLOBETROTTERS 2 (OP)		FRED & BARNEY/ SHMOO 1 (OP)		FRED & BARNEY/ SHMOO 2 (OP)		FRED & BARNEY/ SHMOO 3 (OP)		DAFFY DUCK SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)						2,100 2.7		2,570 3.3		3,350 4.3		3,580 4.6		3,190 4.1		3,420 4.4	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						24 2.3	3.0	22 3.2	3.3	23 4.0	4.5	23 4.8	4.3	19 4.3	3.9	21 4.5	4.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						3,190 4.1		3,730 4.8		4,120 5.3		4,050 5.2		5,520 7.1		6,540 8.4	
	ABC TV						GREATEST SUPERFRIENDS-1		GREATEST SUPERFRIENDS-2 (OP)		PLASTICMAN COMEDY-SHOW-1		PLASTICMAN COMEDY-SHOW-2		SCOOBY DOO (OP)		SCOOBY AND SCRAPPY DOO-1	
	AVERAGE AUDIENCE (Households (000) & %)						2,180 2.8		3,190 4.1		3,420 4.4		3,660 4.7		4,590 5.9		5,130 6.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						22 2.5	3.1	25 3.8	4.3	22 4.1	4.7	22 4.8	4.7	29 5.5	6.3	29 6.5	6.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						3,970 5.1		5,210 6.7		7,550 9.7		8,480 10.9		8,010 10.3		7,000 9.0	
	CBS TV						MIGHTY MOUSE- HECKL-JECKL (OP)		TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		ALL NEW POPEYE HOUR 1 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)						3,190 4.1		4,430 5.7		6,610 8.5		7,240 9.3		6,920 8.9		5,910 7.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						29 3.8	4.5	32 5.2	6.2	41 8.1	8.8	41 9.3	9.2	37 9.1	8.7	33 7.7	7.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						3,270 4.2		3,660 4.7		3,580 4.6		4,360 5.6		5,060 6.5		4,510 5.8	
	NBC TV						GODZILLA/ GLOBETROTTERS 1 (OP)		GODZILLA/ GLOBETROTTERS 2 (OP)		FRED & BARNEY/ SHMOO 1 (OP)		FRED & BARNEY/ SHMOO 2 (OP)		FRED & BARNEY/ SHMOO 3 (OP)		DAFFY DUCK SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)						2,650 3.4		2,880 3.7		3,110 4.0		3,660 4.7		4,050 5.2		3,730 4.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						27 3.1	3.6	22 3.6	3.7	20 3.8	4.1	22 4.5	4.9	22 5.6	4.9	21 4.7	4.9
TV HOUSEHOLDS USING TV		WK. 1	4.2	4.9	6.7	8.5	11.9	14.1	15.7	17.1	18.7	20.4	20.6	21.0	22.2	22.2	21.5	21.9
(See Def. 1)		WK. 2	3.7	5.0	7.3	9.4	12.7	15.4	16.8	18.4	20.0	21.7	22.6	22.8	24.0	23.9	23.2	23.0

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000) & %)		{ 5,680 7.3		{ 5,060 6.5		{ 5,450 7.0		{ 5,600 7.2		{ 5,600 7.2		{ 5,600 7.2		{ 5,600 7.2		{ 5,600 7.2	
ABC TV		SCOOBY AND SCRAPPY DOO-2 (OP)		LAFF-A-LYMPICS (OP)		ABC WEEKEND SPECIALS THE PUPPY'S AMAZING RESCUE		AMERICAN BANDSTAND '80		AMERICAN BANDSTAND '80		AMERICAN BANDSTAND '80		ABC WIDE WORLD-SPORTS SAT		ABC WIDE WORLD-SPORTS SAT	
AVERAGE AUDIENCE (Households (000) & %)		{ 4,900 6.3		{ 3,890 5.0		{ 4,430 5.7		{ 3,270 4.2		{ 4.0*		{ 4.4*		{ 3,500 4.5		{ 5.0*	
SHARE OF AUDIENCE %		{ 29		{ 22		{ 25		{ 16		{ 16 *		{ 16 *		{ 15		{ 17 *	
AVG. AUD. BY ¼ HR.		{ 6.5		{ 6.0		{ 4.9		{ 5.1		{ 5.4		{ 6.0		{ 4.0		{ 4.0	
TOTAL AUDIENCE (Households (000) & %)		{ 6,690 8.6		{ 5,680 7.3		{ 24,820 31.9		{ 24,820 31.9		{ 24,820 31.9		{ 24,820 31.9		{ 24,820 31.9		{ 24,820 31.9	
CBS TV		ALL NEW POPEYE HOUR 2 (OP)		DRAK PACK (OP)		U.S. OPEN TENNIS CHAMP-SA (12:00-8:18PM)		U.S. OPEN TENNIS CHAMP-SA (12:00-8:18PM)		U.S. OPEN TENNIS CHAMP-SA (12:00-8:18PM)		U.S. OPEN TENNIS CHAMP-SA (12:00-8:18PM)		U.S. OPEN TENNIS CHAMP-SA (12:00-8:18PM)		U.S. OPEN TENNIS CHAMP-SA (12:00-8:18PM)	
AVERAGE AUDIENCE (Households (000) & %)		{ 5,520 7.1		{ 4,750 6.1		{ 5,450 7.0		{ 4.4*		{ 4.2*		{ 5.3*		{ 5.9*		{ 5.7*	
SHARE OF AUDIENCE %		{ 32		{ 27		{ 21		{ 19 *		{ 17 *		{ 20 *		{ 22 *		{ 21 *	
AVG. AUD. BY ¼ HR.		{ 7.1		{ 7.0		{ 5.9		{ 6.2		{ 4.6		{ 4.1		{ 4.2		{ 5.0	
TOTAL AUDIENCE (Households (000) & %)		{ 3,500 4.5		{ 3,660 4.7		{ 4,050 5.2		{ 5,290 6.8		{ 11,510 14.8		{ 11,510 14.8		{ 11,510 14.8		{ 11,510 14.8	
NBC TV		JETSONS (OP)		JONNY QUEST (OP)		GODZILLA (OP)		FLASH GORDON(B)		NBC MAJOR LEAGUE BASEBALL CINCINNATI VS CHICAGO CUBS & PITTSBURGH VS ATLANTA (1:12-4:33PM)(OP)		NBC MAJOR LEAGUE BASEBALL CINCINNATI VS CHICAGO CUBS & PITTSBURGH VS ATLANTA (1:12-4:33PM)(OP)		NBC MAJOR LEAGUE BASEBALL CINCINNATI VS CHICAGO CUBS & PITTSBURGH VS ATLANTA (1:12-4:33PM)(OP)		NBC MAJOR LEAGUE BASEBALL CINCINNATI VS CHICAGO CUBS & PITTSBURGH VS ATLANTA (1:12-4:33PM)(OP)	
AVERAGE AUDIENCE (Households (000) & %)		{ 2,960 3.8		{ 3,190 4.1		{ 3,500 4.5		{ 4,200 5.4		{ 4,750 6.1		{ 5.8*		{ 6.4*		{ 6.8*	
SHARE OF AUDIENCE %		{ 18		{ 18		{ 20		{ 22		{ 22		{ 22 *		{ 24 *		{ 26 *	
AVG. AUD. BY ¼ HR.		{ 3.8		{ 3.9		{ 4.0		{ 4.1		{ 4.2		{ 4.7		{ 5.2		{ 5.6	

TOTAL AUDIENCE (Households (000) & %)		{ 5,450 7.0		{ 5,060 6.5		{ 5,450 7.0		{ 6,610 8.5		{ 4,750 6.1		{ 14,940 19.2		{ 14,940 19.2		{ 14,940 19.2	
ABC TV		SCOOBY AND SCRAPPY DOO-2 (OP)		LAFF-A-LYMPICS (OP)		ABC WEEKEND SPECIALS THE TROUBLE WITH MISS SWITCH, PT 1		AMERICAN BANDSTAND '80		AMERICAN BANDSTAND '80		AMERICAN BANDSTAND '80		NCAA FOOTBALL GAME VARIOUS TEAMS & TIMES ~ (1:44-8:10PM)		NCAA FOOTBALL GAME VARIOUS TEAMS & TIMES ~ (1:44-8:10PM)	
AVERAGE AUDIENCE (Households (000) & %)		{ 4,750 6.1		{ 3,970 5.1		{ 4,430 5.7		{ 3,660 4.7		{ 4.6*		{ 4.9*		{ 4,670 6.0		{ 6,220 8.0	
SHARE OF AUDIENCE %		{ 26		{ 21		{ 23		{ 18		{ 18 *		{ 18 *		{ 24		{ 27	
AVG. AUD. BY ¼ HR.		{ 6.1		{ 6.0		{ 5.1		{ 5.1		{ 4.8		{ 5.0		{ 6.0		{ 6.5	
TOTAL AUDIENCE (Households (000) & %)		{ 6,850 8.8		{ 6,300 8.1		{ 5,910 7.6		{ 5,680 7.3		{ 5,840 7.5		{ 4,200 5.4		{ 4,200 5.4		{ 4,200 5.4	
CBS TV		ALL NEW POPEYE HOUR 2 (OP)		DRAK PACK (OP)		NEW FAT ALBERT SHOW (OP)		TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)		REAGAN FOR PRESIDENT-SAT		REAGAN FOR PRESIDENT-SAT		REAGAN FOR PRESIDENT-SAT	
AVERAGE AUDIENCE (Households (000) & %)		{ 5,910 7.6		{ 5,450 7.0		{ 4,820 6.2		{ 4,820 6.2		{ 5,130 6.6		{ 3,030 3.9		{ 3,030 3.9		{ 3,030 3.9	
SHARE OF AUDIENCE %		{ 32		{ 28		{ 25		{ 24		{ 25		{ 15		{ 15		{ 15	
AVG. AUD. BY ¼ HR.		{ 7.5		{ 7.6		{ 6.9		{ 7.0		{ 6.4		{ 6.1		{ 6.3		{ 6.1	
TOTAL AUDIENCE (Households (000) & %)		{ 4,820 6.2		{ 4,050 5.2		{ 4,120 5.3		{ 3,420 4.4		{ 3,420 4.4		{ 3,420 4.4		{ 3,420 4.4		{ 3,420 4.4	
NBC TV		JETSONS (OP)		JONNY QUEST (OP)		GODZILLA (OP)		FLASH GORDON(B)		NBC MAJOR LEAGUE BSBL NEW YORK YANKEES VS BOSTON & PITTSBURGH VS MONTREAL (2:17-5:16PM)		NBC MAJOR LEAGUE BSBL NEW YORK YANKEES VS BOSTON & PITTSBURGH VS MONTREAL (2:17-5:16PM)		NBC MAJOR LEAGUE BSBL NEW YORK YANKEES VS BOSTON & PITTSBURGH VS MONTREAL (2:17-5:16PM)		NBC MAJOR LEAGUE BSBL NEW YORK YANKEES VS BOSTON & PITTSBURGH VS MONTREAL (2:17-5:16PM)	
AVERAGE AUDIENCE (Households (000) & %)		{ 4,050 5.2		{ 3,580 4.6		{ 3,500 4.5		{ 2,650 3.4		{ 3.4		{ 3.4		{ 3.4		{ 3.4	
SHARE OF AUDIENCE %		{ 23		{ 19		{ 18		{ 13		{ 13		{ 3.5		{ 3.4		{ 3.4	
AVG. AUD. BY ¼ HR.		{ 5.0		{ 5.3		{ 4.6		{ 4.7		{ 4.7		{ 4.8		{ 5.3		{ 5.3	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1 WK. 2		21.8 22.8		22.2 24.0		22.6 24.5		23.1 25.1		22.4 24.5		23.6 25.3		24.5 25.1	

U.S. TV Households: 77,800,000  
(1) NCAA FOOTBALL PRE GAME, ABC, (1:30-1:44PM)

(2) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:17PM)

For explanation of symbols, See page A.

DAY SAT. SEPT. 13, 1980



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT. 6, 1980

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,430 5.7 (1) (-OP)	15,480 19.9												6,770 8.7	
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	4,280 5.5	6,690 8.6												5,840 7.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	20 5.5	27 6.1	8.1* 7.9	27* 8.2	26* 8.1	25* 7.4	25* 7.6	10.1* 9.9	31* 10.3	30* 10.3	30* 10.3	20 8.3	20 6.9		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%															

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%															

TV HOUSEHOLDS USING TV	WK. 1	28.7	29.3	31.1	31.4	31.8	32.4	31.5	31.8	33.7	34.2	34.5	36.2	38.2	39.6	40.2	40.9
(See Def. 1)	WK. 2	29.3	30.2	30.6	31.0	31.4	32.6	33.3	34.5	34.4	33.5	34.1	36.4	38.7	39.9	40.0	40.6

U.S. TV Households: 77,800,000

(1) NCAA FOOTBALL PRE GAME, ABC, (3:00-3:16PM)

For explanation of symbols, See page A.

DAY SAT. SEPT. 13, 1980



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT. 7, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)																2,260 2.9 KIDS ARE PEOPLE TOO I
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																2,020
	SHARE OF AUDIENCE %																2.6
	AVG. AUD. BY ¼ HR. %																13 2.6 2.5
	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																

W E E K 2	TOTAL AUDIENCE (Households (000) & %)																2,650 3.4 KIDS ARE PEOPLE TOO I
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																2,180
	SHARE OF AUDIENCE %																2.8
	AVG. AUD. BY ¼ HR. %																13 2.5 3.0
	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																

TV HOUSEHOLDS USING TV	WK. 1	3.1	3.7	3.9	5.3	6.5	7.9	10.1	12.0	14.9	16.8	17.4	18.6	20.4	21.5	20.5	19.5
(See Def. 1)	WK. 2	3.2	3.2	4.2	5.8	6.9	8.2	9.9	11.7	13.6	15.8	17.3	17.8	19.1	20.5	21.1	21.0

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SUN. SEPT. 14, 1980

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT. 7, 1980

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45							
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 2,720 3.5		{ 1,870 2.4		{ 2,410 3.1		{ 9,410 12.1		ABC SUNDAY AFTERNOON BSBL — CALIFORNIA ANGELS VS NEW YORK YANKEES & OAKLAND VS BALTIMORE														
	ABC TV	{ KIDS ARE PEOPLE TOO II (OP)		{ ANIMALS, ANIMALS, ANIMALS (OP)		{ ISSUES AND ANSWERS		{ DIRECTIONS (SUS)																
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,330 3.0		{ 1,400 1.8		{ 1,710 2.2		{ 3,030 3.9		{ 2.8* 8 *		{ 3.6* 10 *												
	SHARE OF AUDIENCE %	{ 16		{ 9		{ 9		{ 10		{ 8 *		{ 3.6												
	AVG. AUD. BY ¼ HR.	{ 2.9		{ 3.1		{ 1.6		{ 1.9		{ 2.2		{ 2.1												
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 2,650 3.4		{ 6,300 8.1		{ 17,820 22.9		CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS & TIMES ~ (1:00-4:07PM)																
	CBS TV	{ FACE THE NATION		{ CBS NFL FOOTBALL PRE GAME																				
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,630 2.1		{ 4,980 6.4		{ 8,560 11.0		{ 9.0* 31 *		{ 11.3* 34 *		{ 12.3* 35 *		{ 10.8* 30 *										
	SHARE OF AUDIENCE %	{ 11		{ 27		{ 31		{ 31 *		{ 34 *		{ 35 *		{ 30 *										
	AVG. AUD. BY ¼ HR.	{ 1.8		{ 2.5		{ 5.8		{ 6.9		{ 8.5		{ 9.4		{ 10.8		{ 11.9		{ 12.3		{ 12.3		{ 10.8		{ 10.8
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{ 2,720 3.5		{ 5,210 6.7		{ 16,100 20.7		NFL FTBL GAME 1-NBC(B) VARIOUS TEAMS & TIMES ~ (1:00-4:07PM)																
	NBC TV	{ MEET THE PRESS		{ NFL '80-NBC																				
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,020 2.6		{ 4,120 5.3		{ 8,870 11.4		{ 8.8* 30 *		{ 10.9* 32 *		{ 11.7* 33 *		{ 11.2* 31 *										
	SHARE OF AUDIENCE %	{ 13		{ 22		{ 33		{ 30 *		{ 32 *		{ 33 *		{ 31 *										
	AVG. AUD. BY ¼ HR.	{ 2.8		{ 2.5		{ 4.9		{ 5.7		{ 7.7		{ 9.8		{ 10.7		{ 11.0		{ 12.0		{ 11.5		{ 11.2		{ 11.3

WEEK 4	TOTAL AUDIENCE (Households (000) & %)		{ 3,500 4.5		{ 2,180 2.8		{ 3,190 4.1		{ 1,630 2.1		{ 7,860 10.1		ABC SUNDAY AFTERNOON BSBL LOS ANGELES VS CINCINNATI (2:00-4:33PM)									
	ABC TV		{ KIDS ARE PEOPLE TOO II (OP)		{ ANIMALS, ANIMALS, ANIMALS (OP)		{ ISSUES AND ANSWERS		{ COLLEGE FOOTBALL '80		{ DIRECTIONS (SUS)											
	AVERAGE AUDIENCE (Households (000) & %)		{ 2,650 3.4		{ 1,790 2.3		{ 2,410 3.1		{ 1,170 1.5		{ 3,270 4.2		{ 3.9* 11 *		{ 4.2* 11 *							
	SHARE OF AUDIENCE %		{ 17		{ 10		{ 12		{ 5		{ 11		{ 11 *		{ 11 *							
	AVG. AUD. BY ¼ HR.		{ 3.4		{ 3.5		{ 2.0		{ 2.5		{ 3.3		{ 3.0		{ 1.5		{ 1.6					
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		{ 2,570 3.3		{ 7,940 10.2		{ 23,810 30.6		{ CBS NFL FOOTBALL PRE GAME		{ CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS & TIMES ~ (1:00-7:06PM)											
	CBS TV		{ FACE THE NATION		{ CBS NFL FOOTBALL PRE GAME		{ CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS & TIMES ~ (1:00-7:06PM)		{ CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS & TIMES ~ (1:00-7:06PM)													
	AVERAGE AUDIENCE (Households (000) & %)		{ 1,950 2.5		{ 6,150 7.9		{ 11,130 14.3		{ 13.4* 40 *		{ 16.0* 46 *		{ 15.0* 41 *		{ 13.5* 36 *							
	SHARE OF AUDIENCE %		{ 11		{ 30		{ 7.0		{ 8.8		{ 12.3		{ 14.5		{ 15.8		{ 16.3					
	AVG. AUD. BY ¼ HR.		{ 2.4		{ 2.6		{ 7.0		{ 8.8		{ 12.3		{ 14.5		{ 15.8		{ 16.3					
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		{ 3,660 4.7		{ 6,220 8.0		{ 22,480 28.9		{ RELIGIOUS SERIES (SUS)		{ MEET THE PRESS		{ NFL '80-NBC		{ NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS & TIMES ~ (1:00-7:45PM)							
	NBC TV		{ RELIGIOUS SERIES (SUS)		{ MEET THE PRESS		{ NFL '80-NBC		{ NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS & TIMES ~ (1:00-7:45PM)		{ NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS & TIMES ~ (1:00-7:45PM)											
	AVERAGE AUDIENCE (Households (000) & %)		{ 2,720 3.5		{ 4,200 5.4		{ 10,190 13.1		{ 10.7* 35		{ 12.8* 35 *		{ 13.3* 36 *		{ 12.5* 33 *							
	SHARE OF AUDIENCE %		{ 15		{ 19		{ 35		{ 32 *		{ 35 *		{ 36 *		{ 33 *							
	AVG. AUD. BY ¼ HR.		{ 3.6		{ 3.5		{ 5.0		{ 5.8		{ 10.1		{ 11.3		{ 12.7		{ 12.8					
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	19.5	19.4	20.2	20.9	21.7	22.9	24.5	26.2	29.2	32.1	33.7	35.1	35.6	36.7	36.8	37.0				
		WK. 2	21.1	20.7	21.9	23.1	24.4	25.7	27.0	28.8	32.1	34.6	36.0	36.9	36.9	37.6	38.0	37.8				

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

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DAY SUN. SEPT. 7, 1980

		TIME																		
		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45			
W E K 1	TOTAL AUDIENCE (Households (000) & %)																		6,690 8.6	
	ABC TV	ABC SUNDAY AFTERNOON BSBL CALIFORNIA ANGELS VS NEW YORK YANKEES OAKLAND VS BALTIMORE																	ABC WRLD NEWS TONIGHT-SUN	
	AVERAGE AUDIENCE (Households (000) & %)																		5,370	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	3.5	3.4	3.4	3.6	3.8	4.4	4.8	4.7	4.9	4.9					6.6	7.1		
E K 2	TOTAL AUDIENCE (Households (000) & %)	23,960 30.8																		
	CBS TV	CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS & TIMES ~ (1:00-4:07PM) (~OP)																	U.S. OPEN TENNIS CHAMP-SU (4:07-8:30PM)	
	AVERAGE AUDIENCE (Households (000) & %)	8,560																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	10.7	10.6	11.4	11.7	24	14 *	7.0	7.2	7.4	8.1	9.5	10.0	10.2	10.7	10.2			
W E K 1	TOTAL AUDIENCE (Households (000) & %)	23,570 30.3																		
	NBC TV	NFL FTBL GAME 1-NBC(B) VARIOUS TEAMS & TIMES ~ (1:00-4:07PM) (~OP)																	NFL FOOTBALL GAME 2-NBC VARIOUS TEAMS & TIMES ~ (4:00-7:22PM)	
	AVERAGE AUDIENCE (Households (000) & %)	11,440																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	12.1	12.8	13.1	12.9	12.4	13.7	14.0	14.0	14.1	14.2	14.6	15.1	15.3	15.6	15.4	16.2		
W E K 2	TOTAL AUDIENCE (Households (000) & %)																		6,220 8.0	
	ABC TV	ABC SUNDAY AFTERNOON BSBL LOS ANGELES VS CINCINNATI (2:00-4:33PM)																	ABC WRLD NEWS TONIGHT-SUN	
	AVERAGE AUDIENCE (Households (000) & %)																		5,060	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	4.3	4.3	4.2	4.3	4.0	4.3	3.8								6.3	6.7		
E K 2	TOTAL AUDIENCE (Households (000) & %)	20,310 26.1																		
	CBS TV	CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS & TIMES ~ (1:00-7:06PM) (~OP)																	CBS NFL FOOTBALL GAME 2 VARIOUS TEAMS & TIMES ~ (4:00-7:22PM)	
	AVERAGE AUDIENCE (Households (000) & %)	9,020																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	14.6	14.6	15.7	12.7	4.7	6.1	6.9	7.8	11.3	13.1	13.9	14.5	14.5	13.3	13.6	14.0		
W E K 2	TOTAL AUDIENCE (Households (000) & %)	5,130 6.6																		
	NBC TV	NFL FOOTBALL GAME 1-NBC - (1) VARIOUS TEAMS & TIMES ~ (1:00-7:45PM) (~OP)																	NBC NIGHTLY NEWS-SUN.(B)	
	AVERAGE AUDIENCE (Households (000) & %)	5,060																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	13.8	14.8	15.4	6.7	6.2										5.3	5.3		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	37.6	38.7	39.8	40.4	41.7	41.7	42.1	41.1	41.0	42.4	43.0	44.8	46.2	47.0	46.6	47.1		
		WK. 2	38.5	39.7	40.2	40.7	40.5	41.8	42.3	42.8	42.1	43.4	43.1	43.1	45.2	45.8	45.6	46.0		

U.S. TV Households: 77,800,000  
(1)NFL FOOTBALL POST-NBC,NBC,(3:52-4:07PM)

For explanation of symbols, See page A.

DAY SUN. SEPT. 14, 1980



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM				WEEK 1				WEEK 2									
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY																	
ABC NCAA FOOTBALL SPECIAL(S)	1	9.00-12.00MD	+GRID	22,410	28.8	11,670	15.0	28									
			11.00						14.8								
			11.15				14.0*	28*	13.2								
			11.30						14.1								
			11.45				13.1*	33*	12.0								
ABC NFL MONDAY NIGHT FOOTBALL	2	9.00-11.48PM	+GRID							31,120	40.0	18,210	23.4	40			
			11.00												23.2		
			11.15										22.2*	41*	21.2		
			11.30												18.8		
			11.45												13.4		
NBC ED CLARK-PRES.(S)	2	10.55-11.00PM	10.45							10,270	13.2	8,640	11.1	20	11.1		
EVENING TUESDAY																	
ABC CARTER/MONDALE COMM. 1(S)	2	10.55-11.00PM	10.45							14,160	18.2	12,290	15.8	30	15.8		
CBS NEWSBREAK-TUE(B)	1	8.58- 8.59PM	8.45	6,150	7.9	6,150	7.9	14	7.9								
CBS ED CLARK FOR PRESIDENT(S)	2	10.54-11.00PM	10.45							13,770	17.7	11,510	14.8	28	14.8		
CBS REAGAN FOR PRESIDENT-TUE(S)	1	10.54-11.00PM	10.45	8,950	11.5	6,610	8.5	16	8.5								
NBC NBC MAJOR LGE. BSBL PRE(S)	2	8.00- 8.16PM	+GRID							8,090	10.4	7,470	9.6	19			
			8.15												9.3		
NBC NBC MAJOR LGE. BSBL SPEC.(S)	2	8.16-11.33PM	+GRID							22,170	28.5	9,650	12.4	22			

11.00 11.15 11.30															
EVENING WEDNESDAY															
CBS CARTER FOR PRES.(SUS)	1	10.50-10.55PM	10.45												
CBS CARTER FOR PRESIDENT(S)	1	10.55-11.00PM	10.45	11,200	14.4	9,410	12.1	22	12.1						
CBS CARTER FOR PRESIDENT-WED(S)	2	10.54-11.00PM	10.45							12,370	15.9	10,270	13.2	24	13.2
EVENING THURSDAY															
ABC ABC NFL FOOTBALL SPECIAL(S)	2	9.00-12.01AM	+GRID							24,970	32.1	13,070	16.8	30	
CBS NEWSBREAK-THU(B)	1	8.58- 8.59PM	8.45	4,900	6.3	4,900	6.3	12	6.3						
CBS REAGAN FOR PRESIDENT-THU(S)	1	8.53- 9.00PM	8.45	7,940	10.2	5,680	7.3	14	7.3						
CBS CARTER FOR PRESIDENT-THU(S)	2	10.55-10.59PM	10.45							12,370	15.9	11,130	14.3	24	14.3
NBC ED CLARK-PRES.(S)	1	10.55-11.00PM	10.45	11,280	14.5	9,410	12.1	23	12.1						
EVENING FRIDAY															
ABC ED CLARK FOR PRES. COMM(S)	1	10.51-10.56PM	10.45	8,950	11.5	8,010	10.3	20	10.3						
ABC REAGAN/BUSH COMMITTEE(S)		10.56-11.00PM	10.45	9,880	12.7	8,320	10.7	20	10.7	12,060	15.5	10,970	14.1	27	14.1
CBS ED CLARK FOR PRESIDENT-FR(S)	1	8.54- 9.00PM	8.45	13,150	16.9	10,660	13.7	27	13.7						
NBC REAGAN/BUSH POLITICAL(S)	2	10.55-11.00PM	10.45							7,160	9.2	5,680	7.3	14	7.3

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING SATURDAY																			
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	11,360	14.6	11,360	14.6	27	14.6			14,780	19.0	14,780	19.0	35	19.0		
CBS WKRP IN CINCINNATI	1	8.18- 8.48PM	→GRID 8.45	9,650	12.4	7,550	9.7	20	10.4										
CBS NEWSBREAK-SAT.	2	8.58- 8.59PM	8.45									7,940	10.2	7,940	10.2	20	10.2		
CBS TIM CONWAY SHOW	1	8.48- 9.18PM	→GRID 9.15	11,510	14.8	8,480	10.9	21	10.5										
CBS NEWSBREAK-SAT.	1	9.16- 9.17PM	9.15	7,000	9.0	7,000	9.0	17	9.0										
CBS REAGAN FOR PRES.(S)	2	10.54-11.00PM	10.45									12,600	16.2	10,740	13.8	29	13.8		
NBC NBC NEWS UPDATE-SAT.		8.58- 8.59PM	8.45	9,100	11.7	9,100	11.7	23	11.7			8,710	11.2	8,710	11.2	22	11.2		
EVENING SUNDAY																			
ABC ABC NEWSBRIEF-SUN.	2	7.58- 7.59PM	7.45									15,170	19.5	15,170	19.5	36	19.5		
	1	8.28- 8.29PM	8.15	13,150	16.9	13,150	16.9	29	16.9										
ABC CARTER/MONDALE COMM. 3(S)	2	10.56-11.00PM	10.45									15,720	20.2	14,080	18.1	31	18.1		
ABC CARTER/MONDALE COMMITTEE(S)	1	10.56-11.00PM	10.45	11,830	15.2	10,500	13.5	25	13.5										
CBS CBS NFL FOOTBALL GAME 2	2	4.10- 7.06PM	→GRID 7.00									20,310	26.1	9,020	11.6	27	14.6		
CBS 60 MINUTES	2	7.06- 8.06PM	→GRID									21,630	27.8	15,090	19.4	37			

			8.00													19.8	
CBS ARCHIE BUNKER'S PLACE	2	8.06- 8.36PM	-GRID 8.30								12,680	16.3	10,810	13.9	24	13.7	
CBS ONE DAY AT A TIME	2	8.36- 9.06PM	-GRID 9.00								13,300	17.1	10,740	13.8	22	16.4	
CBS ALICE	2	9.06- 9.36PM	-GRID 9.30								15,950	20.5	13,850	17.8	27	19.2	
CBS NEWSBREAK-SUN.	2	9.05- 9.06PM	9.00								11,900	15.3	11,900	15.3	24	15.3	
CBS JEFFERSONS	2	9.36-10.06PM	-GRID 10.00								16,490	21.2	14,860	19.1	29	19.3	
CBS TRAPPER JOHN, M.D.	2	10.06-11.06PM	-GRID 11.00								18,050	23.2	12,290	15.8	26	18.0	
CBS NEWSBREAK-SUN.	1	10.29-10.30PM	10.15	10,270	13.2	10,270	13.2	22	13.2								
CBS ED CLARK FOR PRESIDENT(S)	1	11.00-11.06PM	11.00	15,170	19.5	12,600	16.2	31	16.2								
NBC NFL FOOTBALL GAME 2-NBC	1	4.07- 7.09PM	-GRID 7.00	23,570	30.3	11,440	14.7	34	16.1								
NBC DISNEY'S WOND. WORLD(B)	2	7.00- 7.20PM	-GRID 7.15								7,310	9.4	6,070	7.8	16	7.7	
NBC NBC NEWS UPDATE-SUN.		8.58- 8.59PM	8.45	13,150	16.9	13,150	16.9	28	16.9		10,810	13.9	10,810	13.9	22	13.9	
NBC CARTER/MONDALE POLITICAL(S)	2	10.55-11.00PM	10.45								9,730	12.5	8,640	11.1	19	11.1	
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F	2	>	8.15								12,450	16.0	12,840	16.5	29	12.5	M-F
	1	>	8.45	12,910	16.6	12,290	15.8	28	19.1	M-F TU-TH						15.9	M-F M-WTH
CONT'D																	

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D																			
ABC ABC NEWSBRIEF-M-F-CONT'D			10.00														19.4	TUE.	
ABC ABC NEWS:NIGHTLINE M-TH			11.30	6,540	8.4	5,840	7.5	26	8.8	M-TH		5,520	7.1	5,060	6.5	23	8.0	M-TH	
			11.45						7.6	TU-TH							7.6	TU & W	
			12.15														5.6	MON.	
			12.30														4.9	M & TH	
			12.45						5.5	MON.							4.6	M & TH	
ABC FRIDAYS	1	11.30-12.42AM	11.30	10,040	12.9	5,840	7.5	24	4.6	MON.									
	2	11.30-12.41AM	11.30						9.2	FRI.		8,790	11.3	4,980	6.4	19	7.0	FRI.	
			11.45					8.7*	24*	8.3	FRI.				6.8*	18*	6.5	FRI.	
			12.00						7.3	FRI.							6.1	FRI.	
			12.15					6.9*	24*	6.4	FRI.				6.1*	19*	6.1	FRI.	
			12.30						6.3	FRI.							6.0	FRI.	
ABC CHARLIE'S ANGELS-11.30	1	11.50-12.58AM	11.45	6,460	8.3	4,360	5.6	24	5.4	THU.									
			12.00						5.5	THU.									
			12.15					5.7*	23*	5.9	THU.								
			12.30						5.8	THU.									
			12.45					5.5*	28*	5.0	THU.								
ABC LOVE BOAT-11.30	1	11.50-12.59AM	11.45	6,460	8.3	4,360	5.6	26	5.5	WED.		5,210	6.7	3,580	4.6	21	4.8	WED.	
	2	11.52-12.59AM	11.45														4.8	WED.	
			12.00						5.6	WED.									

			12.15					5.7*	25*	5.7	WED.					4.7*	20*	4.6	WED.
			12.30							5.9	WED.							4.6	WED.
			12.45					5.5*	30*	5.0	WED.					4.4*	24*	4.3	WED.
ABC TUESDAY MOVIE OF THE WEEK	1	11.50- 1.16AM	11.45	4,820	6.2	2,880	3.7	18	4.7	TUE.		4,430	5.7	2,330	3.0	14	4.4	TUE.	
	2	11.50- 1.19AM	11.45														3.7	TUE.	
			12.00							4.3	TUE.						3.1	TUE.	
			12.15					4.0*	17*	3.8	TUE.					3.4*	14*	2.8	TUE.
			12.30							3.6	TUE.						2.6*	14*	2.5
			12.45					3.4*	19*	3.3	TUE.						2.2	TUE.	
			1.00							2.8	TUE.						2.3	TUE.	
			1.15							2.5	TUE.								
ABC BARETTA-THU.	1	12.58- 1.49AM	12.45	3,030	3.9	2,180	2.8	22	3.3	THU.									
			1.00						3.0	THU.									
			1.15					3.0*	22*	2.9	THU.								
			1.30							2.5	THU.								
			1.45							2.2	THU.								
ABC BARETTA-WED.	1	12.59- 1.49AM	12.45	2,960	3.8	2,410	3.1	24	3.0	WED.		2,720	3.5	2,100	2.7	20	2.8	WED.	
	2	12.59- 1.52AM	12.45														2.8	WED.	
			1.00							3.0	WED.						2.8	WED.	
			1.15					3.1*	22*	3.2	WED.					2.8*	20*	2.6	WED.
			1.30							3.1	WED.						2.5*	21*	2.4
			1.45							2.9	WED.						2.4	WED.	
ABC CHARLIE'S ANGELS-11.30	2	12.52- 2.00AM	12.45									4,120	5.3	2,330	3.0	21	3.6	THU.	
			1.00														3.3	THU.	
			1.15														2.9	THU.	
			1.30														2.7	THU.	
			1.45														2.7*	22*	2.7
CBS NEWSBREAK-M-F CONT'D	1	8.58- 8.59PM	8.45	9,730	12.5	9,730	12.5	22	12.5	MWF									



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING MONDAY-FRIDAY-CONT'D																			
CBS NEWSBREAK-M-F-CONT'D	2	>	8.45																
CBS CAMPAIGN COUNTDOWN-WED(S)	2	11.30-12.03AM	11.30 11.45 12.00																
CBS CARTER FOR PRESIDENT(S)	2	11.30-11.34PM	11.30																
CBS LATE MOVIE I	2	>	11.30 11.45 12.00 12.15 12.30 12.45 1.00 1.15																
CBS REAGAN FOR PRESIDENT-FRI(S)	1	11.30-11.36PM	11.30	8,010	10.3	6,540	8.4	22	8.4	FRI.									
CBS REAGAN FOR PRESIDENT-THU(S)	2	11.30-11.34PM	11.30																
CBS U.S. OPEN TEN. HILITE-FRI(S)	1	11.36-12.06AM	11.30 11.45 12.00	5,210	6.7	4,120	5.3	15	6.3 5.1 4.6	FRI. FRI. FRI.									
CBS U.S. OPEN TEN. HILITE-MON(S)	1	11.30-12.00MD	11.30	5,060	6.5	4,360	5.6	17	6.4	MON.									

CBS U.S. OPEN TEN. HILITE-THU(S)	1	11.30-12.20AM	11.45 11.30 11.45 12.00 12.15	6,690	8.6	4,590	5.9 6.1*	20 18*	4.7 6.3 5.9 5.8 4.7	MON. THU. THU. THU. THU.							
CBS U.S. OPEN TEN. HILITE-TUE(S)	1	11.30-12.00MD	11.30 11.45	3,970	5.1	3,190	4.1	13	4.4 3.9	TUE. TUE.							
CBS U.S. OPEN TEN. HILITE-WED(S)	1	11.30-12.00MD	11.30 11.45	5,600	7.2	4,670	6.0	19	6.4 5.6	WED. WED.							
CBS LATE MOVIE I	1	>	12.00 12.15 12.30 12.45 1.00 1.15	4,590	5.9	2,880	3.7 4.0*	19 16*	4.0 4.0 3.9 3.6 3.4 3.2	M-F M-F M-F M-F M-F M-F							
CBS LATE MOVIE II	2	>	12.15 12.30 12.45								3,660	4.7	2,960	3.8	21	3.0 3.3 3.8	MTUTHF MTUTHF MTUTHF
	1	>	1.00 1.15 1.30 1.45 2.00	2,650	3.4	2,100	2.7	22	2.8 2.9 2.7 2.6 3.1	M-F M-F M-F M-F TH & F							
NBC NBC NEWS UPDATE-M-F	2	>	8.00								9,180	11.8	9,180	11.8	21	8.3	M-F
NBC TONIGHT SHOW	1	8.58- 8.59PM	8.45	10,190	13.1	10,190	13.1	24	13.1	M-F						12.7	MWTHF
CONT'D		>	11.30 11.45	9,800	12.6	5,520	7.1 8.5*	26 26*	8.9 8.1	M-F M-F	9,020	11.6	5,210	6.7 8.4*	25 24*	8.8 8.0	M-F MWTHF

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1						WEEK 2									
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			HOUSEHOLDS (000)	%
EVENING MONDAY-FRIDAY-CONT'D																			
NBC TONIGHT SHOW-CONT'D				12.00					7.5	M-F						6.9	M-F		
				12.15					6.4	M-F				6.6*	25*	6.2	M-F		
				12.30					5.2	M-F						5.5	M-F		
				12.45					7.3*	29*				5.8*	27*	5.0	M-F		
				1.00					5.1	M-F						4.0	TUE.		
				1.15										3.9*	24*	3.6	TUE.		
NBC MIDNIGHT SPECIAL				VARIOUS TIMES (SUS)															
				1.00- 2.30AM	1.00	4,200	5.4	2,260	2.9	20	3.8	FRI.	5,600	7.2	3,190	4.1	25	5.4	FRI.
					1.15				3.6*	20*	3.3	FRI.				5.1*	25*	4.9	FRI.
					1.30						3.2	FRI.					4.2	FRI.	
					1.45				3.0*	20*	2.8	FRI.				4.1*	26*	3.9	FRI.
					2.00						2.4	FRI.					3.4	FRI.	
					2.15				2.1*	18*	1.9	FRI.				3.2*	26*	3.0	FRI.
NBC TOMORROW SHOW				>	1.00	2,570	3.3	2,020	2.6	21	2.9	M-TH	2,410	3.1	1,870	2.4	19	3.0	M-TH
					1.15				2.8*	21*	2.7	M-TH				2.9*	21*	2.7	M-TH
					1.30						2.4	M-TH					2.3	M-TH	
					1.45				2.1*	20*	2.2	M-TH				1.8*	15*	2.1	M-TH
					2.00											1.3	TUE.		
					2.15											1.3*	14*	1.2	TUE.
VARIOUS TIMES (SUS)																			

DAY MONDAY-FRIDAY																	
ABC GOOD MORN,AMER.MON-730(B)	1	7.30- 8.00AM	7.30	1,630	2.1	1,240	1.6	14	1.4	MON.							
			7.45						1.8	MON.							
ABC GOOD MORN,AMER.MON-830(B)	1	8.30- 9.00AM	8.30	2,880	3.7	2,180	2.8	14	2.8	MON.							
			8.45						2.8	MON.							
ABC LOVE BOAT DAYTIME-MON(B)	1	11.00-12.00NN	11.00	7,620	9.8	5,290	6.8	22	5.5	MON.							
			11.15						5.9*	20*							
			11.30						6.3	MON.							
			11.45						7.2	MON.							
									8.1	MON.							
ABC FAMILY FEUD-MON(B)	1	12.00-12.30PM	12.00	6,850	8.8	5,520	7.1	22	7.0	MON.							
			12.15						7.3	MON.							
ABC RYAN'S HOPE-MON(B)	1	12.30- 1.00PM	12.30	5,370	6.9	4,590	5.9	18	5.8	MON.							
			12.45						6.1	MON.							
ABC FYI-12.58-MON-FRI(SUS)		12.58-12.59PM	12.45							M-F							M-F
ABC ALL MY CHILDREN-MON(B)	1	1.00- 2.00PM	1.00	8,640	11.1	6,610	8.5	25	7.9	MON.							
			1.15						8.2*	24*							
			1.30						8.6	MON.							
			1.45						8.8	MON.							
									8.7	MON.							
ABC ABC DAY NEWSBRIEF-MON(B)	1	1.57- 1.59PM	1.45	6,460	8.3	6,300	8.1	23	8.1	MON.							
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	6,850	8.8	6,540	8.4	33	8.4	TU-F	7,000	9.0	6,770	8.7	32	8.7	M-F
ABC ONE LIFE TO LIVE-MON(B)	1	2.00- 3.00PM	2.00	7,550	9.7	5,680	7.3	21	7.5	MON.							
			2.15						7.4*	21*							
			2.30						7.4	MON.							
			2.45						7.2*	21*							
ABC FYI-2.58-MON-FRI(SUS)		2.58- 2.59PM	2.45						6.9	MON.							M-F
										M-F							

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								TELE- CAST DAYS	WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS			
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)		%	SHARE %	HOUSEHOLDS (000)			%	SHARE %	
DAY MONDAY-FRIDAY-CONT'D																				
ABC GENERAL HOSPITAL-MON(B)	1	3.00- 4.00PM	3.00 3.15 3.30 3.45	7,700	9.9	5,990	7.7	21	7.3	MON.										
							7.5*	21*	7.7	MON.										
									7.9	MON.										
									7.9	MON.										
ABC FYI-3.58-MON-FRI(SUS)		3.58- 3.59PM	3.45							M-F										M-F
ABC EDGE OF NIGHT-MON(B)	1	4.00- 4.30PM	4.00 4.15	3,500	4.5	2,960	3.8	10	4.0	MON.										
									3.7	MON.										
CBS SUMMER SEMESTER(SUS)		6.30- 7.00AM	6.30							M-F										M-F
CBS SUMMER SEMESTER MWF(SUS)		6.30- 7.00AM	6.30							M-F										M-F
CBS MAGAZINE(S)	1	10.00-11.00AM	10.00 10.15 10.30 10.45	4,590	5.9	2,260	2.9	18	2.7	THU.										
							2.5*	15*	2.4	THU.										
									2.8	THU.										
									3.5	THU.										
CBS PRICE IS RIGHT 2-MON(B)	1	11.30-12.00NN	11.30 11.45	6,380	8.2	5,210	6.7	21	6.2	MON.										
									7.2	MON.										
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	4,360	5.6	4,120	5.3	28	5.3	TU-F										
CBS NEWSBREAK-11.57-MON(B)	1	11.57-11.59AM	11.45	5,210	6.7	4,900	6.3	19	6.3	MON.	4,820	6.2	4,670	6.0	30	6.0	M-F			
CBS U.S.OPEN TENNIS CHAMP-MO(S)	1	12.30- 6.00PM	12.30 12.45	13,540	17.4	3,500	4.5	12	4.4	MON.										
							4.1*	13*	3.9	MON.										

			1.00						4.3	MON.								
			1.15						4.2*	MON.								
			1.30						4.2	MON.								
			1.45						4.2*	MON.								
			2.00						5.0	MON.								
			2.15						4.6	MON.								
			2.30						4.1	MON.								
			2.45						4.2*	MON.								
			3.00						4.3	MON.								
			3.15						4.5	MON.								
			3.30						4.0	MON.								
			3.45						4.2	MON.								
			4.00						4.3*	MON.								
			4.15						4.2	MON.								
			4.30						4.5	MON.								
			4.45						5.1	MON.								
			5.00						4.9*	MON.								
			5.15						4.9*	MON.								
			5.30						4.9*	MON.								
			5.45						5.3	MON.								
									5.3*	MON.								
CBS REAGAN FOR PRESIDENT-WED(S)	2	12.55-12.59PM	12.45									5,910	7.6	5,600	7.2	29	7.2	WED.
CBS CARTER FOR PRESIDENT-MON(S)	2	1.54- 2.00PM	1.45									5,840	7.5	4,980	6.4	25	6.4	MON.
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	4,900	6.3	4,590	5.9	21	5.9	TU-F		4,900	6.3	4,670	6.0	20	6.0	M-F
CBS REAGAN FOR PRES.(S)	1	3.53- 4.00PM	3.45	5,760	7.4	4,750	6.1	21	6.1	FRI.								
CBS RAZZMATAZZ(S)	1	4.00- 4.30PM	4.00 4.15	4,510	5.8	3,580	4.6	17	4.4	TUE.								
									4.7	TUE.								
NBC DAVID LETTERMAN-1(B)	1	10.00-10.30AM	10.00	2,180	2.8	1,710	2.2	9	2.1	MON.								
CONT'D																		



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
NBC DAVID LETTERMAN-1(B)-CONT'D			10.15						2.3	MON.									
NBC DAVID LETTERMAN-2(B)	1	10.30-11.00AM	10.30 10.45	1,950	2.5	1,710	2.2	8	2.2 2.1	MON. MON.									
NBC NBC NEWS UPDATE-10.58AM(SUS)		10.58-10.59AM	10.45							M-F								M-F	
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8.56AM		8.56- 8.59AM	8.45	3,660	4.7	3,350	4.3	27	4.3			3,580	4.6	3,110	4.0	23	4.0		
ABC SCHOOLHOUSE ROCK-10.26AM		10.26-10.29AM	10.15	4,430	5.7	3,970	5.1	23	5.1			5,060	6.5	4,670	6.0	26	6.0		
ABC SCHOOLHOUSE ROCK-11.26AM		11.26-11.29AM	11.15	4,590	5.9	4,280	5.5	25	5.5			4,750	6.1	4,510	5.8	25	5.8		
ABC DEAR ALEX & ANNIE-11.56AM		11.56-11.59AM	11.45	3,890	5.0	3,730	4.8	21	4.8			3,890	5.0	3,730	4.8	20	4.8		
ABC NCAA FOOTBALL PRE GAME	1	3.00- 3.16PM	-GRID 3.15	4,430	5.7	4,280	5.5	20											
ABC NCAA FOOTBALL GAME	1	3.16- 6.06PM	-GRID 6.00	15,480	19.9	6,690	8.6	27	5.4 8.9										
ABC NCAA FOOTBALL FILL(SUS)	2	3.59- 4.07PM	3.45																
ABC NCAA FOOTBALL POST GAME	2	5.07- 5.17PM	5.00 5.15									5,130	6.6	5,520	7.1	21	7.0 7.2		
ABC CARTER/MONDALE COMM. 2(S)	2	6.26- 6.30PM	6.15									6,920	8.9	6,220	8.0	20	8.0		

CBS SUMMER SEMESTER SAT(SUS)	6.30- 7.00AM	6.30																	
CBS IN THE NEWS- 8.26AM	8.26- 8.29AM	8.15	3,190	4.1	2,960	3.8	27	3.8				3,730	4.8	3,580	4.6	30	4.6		
CBS IN THE NEWS- 8.56AM	8.56- 8.59AM	8.45	4,900	6.3	4,590	5.9	35	5.9				5,370	6.9	4,980	6.4	35	6.4		
CBS IN THE NEWS- 9.26AM	9.26- 9.29AM	9.15	6,070	7.8	5,760	7.4	36	7.4				7,080	9.1	6,690	8.6	40	8.6		
CBS IN THE NEWS- 9.59AM	9.59-10.02AM	9.45 10.00	7,620	9.8	7,390	9.5	44	9.3 9.5				7,700	9.9	7,470	9.6	41	9.7 9.5		
CBS IN THE NEWS-10.56AM	10.56-10.59AM	10.45	5,990	7.7	5,840	7.5	34	7.5				6,070	7.8	5,760	7.4	32	7.4		
CBS IN THE NEWS-11.26AM	11.26-11.29AM	11.15	6,150	7.9	5,840	7.5	34	7.5				6,380	8.2	6,070	7.8	33	7.8		
CBS IN THE NEWS-11.56AM	11.56-11.59AM	11.45	5,210	6.7	4,670	6.0	26	6.0				5,760	7.4	5,290	6.8	27	6.8		
CBS U.S. OPEN TENNIS CHAMP-SA(S)	1 12.00- 8.18PM	-GRID 8.15	24,820	31.9	5,450	7.0	21	10.9											
CBS IN THE NEWS-12.26PM	2 12.26-12.29PM	12.15										5,060	6.5	4,590	5.9	23	5.9		
CBS IN THE NEWS-12.56PM	2 12.56-12.59PM	12.45										5,290	6.8	5,060	6.5	25	6.5		
CBS IN THE NEWS- 1.26PM	2 1.26- 1.29PM	1.15										5,370	6.9	5,130	6.6	25	6.6		
CBS CARTER FOR PRESIDENT-SAT(S)	2 5.54- 6.00PM	5.45										6,220	8.0	4,980	6.4	18	6.4		
NBC TIME OUT-8:28AM	8.28- 8.30AM	8.15	2,570	3.3	2,490	3.2	26	3.2				2,800	3.6	2,720	3.5	25	3.5		
NBC ASK NBC NEWS-8:58AM	8.58- 9.00AM	8.45	2,260	2.9	2,180	2.8	17	2.8				2,880	3.7	2,800	3.6	21	3.6		
NBC TIME OUT-9:28AM	9.28- 9.30AM	9.15	3,810	4.9	3,660	4.7	24	4.7				3,350	4.3	3,270	4.2	20	4.2		
NBC ASK NBC NEWS-9:45AM	9.45- 9.47AM	9.45	3,660	4.7	3,580	4.6	22	4.6				3,890	5.0	3,810	4.9	22	4.9		
NBC TIME OUT-10:28AM	10.28-10.30AM	10.15	3,110	4.0	2,960	3.8	17	3.8				3,810	4.9	3,580	4.6	20	4.6		
NBC ASK NBC NEWS-10:58AM	10.58-11.00AM	10.45	3,420	4.4	3,270	4.2	20	4.2				3,970	5.1	3,890	5.0	22	5.0		
NBC TIME OUT-11:28AM	11.28-11.30AM	11.15	3,350	4.3	3,030	3.9	18	3.9				4,120	5.3	3,970	5.1	22	5.1		

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
DAY SATURDAY-CONT'D																			
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	2,960	3.8	2,650	3.4	15	3.4		3,970	5.1	3,970	5.1	21	5.1			
NBC TIME OUT-12:28PM		12.28-12.30PM	12.15	3,810	4.9	3,580	4.6	20	4.6		3,810	4.9	3,500	4.5	18	4.5			
NBC NBC MAJOR LEAGUE BASEBALL	1	1.12- 4.33PM	→GRID 4.30	11,510	14.8	4,750	6.1	22	5.8										
NBC NBC MAJOR LEAGUE PRE GAME	1	1.00- 1.12PM	→GRID	3,890	5.0	3,970	5.1	21	5.1		3,970	5.1	3,660	4.7	17	4.7			
	2	2.00- 2.17PM	→GRID 2.15																
NBC NBC SPORTS FILL(SUS)	2	5.14- 5.28PM	5.00																
DAY SUNDAY																			
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	2,410	3.1	2,330	3.0	16	3.0		2,490	3.2	2,490	3.2	16	3.2			
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	1,870	2.4	1,790	2.3	11	2.3		2,330	3.0	2,260	2.9	12	2.9			
CBS IN THE NEWS- 8.26AM-SUN.		8.26- 8.29AM	8.15	470	.6	470	.6	9	.6		<<		<<		<<				
CBS IN THE NEWS- 8.56AM-SUN.		8.56- 8.59AM	8.45	860	1.1	780	1.0	9	1.0		620	.8	540	.7	6	.7			
CBS CBS NFL FOOTBALL GAME 1	1	1.00- 4.07PM	→GRID	17,820	22.9	8,560	11.0	31			23,810	30.6	11,130	14.3	40	9.8			
	2	1.00- 4.06PM	→GRID 4.00						13.0										
NBC NFL FOOTBALL GAME 1-NBC	2	1.00- 3.52PM	→GRID 3.45								22,480	28.9	10,190	13.1 15.6*	35 39*	16.1			

NBC NFL FTBL GAME 1-NBC(B)	1	1.00- 4.07PM	→GRID 4.00	16,100	20.7	8,870	11.4	33	11.7
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